

### Diarrhea relieved quickly—and effectively



SULFASUXIDINE®-NEOMYCIN SUSPENSION WITH KAOLIN AND PECTIN

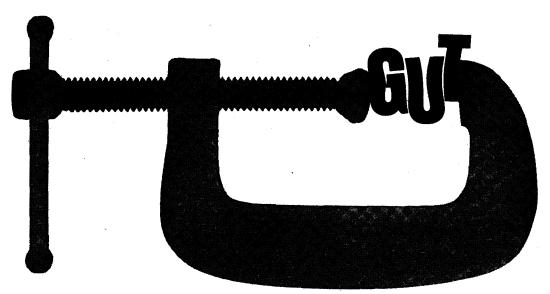
The urgency of sudden diarrheal spasm is quickly controlled with CREMOMYCIN. Both bacillary and nonspecific diarrheas respond to palatable CREMOMYCIN—often after only a few doses. Neomycin and Sulfasuxidine have an antibacterial action which is concentrated in the gut. Kaolin and pectin soothe the inflamed mucosa, adsorb the toxins, quiet the irritated intestine.



### MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Each fl. oz. (30 cc.) of CREMOMYCIN contains 3.0 gm. Sulfasuxidine®, 300 mg. neomycin sulfate, 0.4 gm. pectin and 3.0 gm. kaolin.



# Trasentine-Phenobarbital

C I B A Summit, N. J.

integrated relief... mild sedation visceral spasmolysis mucosal analgesia TABLETS (yellow, coated), each containing 50 mg. Trasentine® hydrochloride (adiphenine hydrochloride CIBA) and 20 mg. phenobarbital.

2/2228M



STERANE® won't straighten his hook, cure his slice or put him on the green in three... but STERANE may reduce your rheumatoid arthritic's handicap of joint pain, swelling and immobility. The most potent anti-rheumatic steroid, STERANE (prednisolone) is supplied as white, scored 5 mg. tablets (bottles of 20 and 100) and pink, scored 1 mg. tablets (bottles of 100).

Pfizer

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

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### Fast Relief

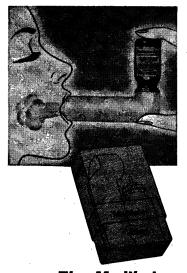
Medihaler offers virtually instantaneous relief and does so with little effort and with maximum safety.

### **Measured-Dose True Nebulization**

Delivers a measured dose of true nebular vapor...Dose is always the same regardless of strength of fingers or amount of medication in bottle.

### Costs the Patient Less

Medihaler Oral Adapter is made of unbreakable plastic ...no moving parts...and 200 applications in each 10 cc. bottle.



### Medihaler-Epi®

Riker brand of epinephrine U.S.P. 0.5% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.125 mg. epinephrine. In 10 cc. vial with metered-dose valve.

Indicated in acute or recurring bronchospasm. Replaces injected epinephrine in many emergency situations.

### Medihaler-Iso®

Riker brand of isoproterenol HCl 0.25% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.06 mg. isoproterenol. In 10 cc. vial with metered-dose valve. • Indicated in acute or recurring bronchospasm.

Note: First prescription should include desired medication and Medihaler Oral Adapter, supplied with pocket-sized plastic container.

### The Medihaler principle

is also available in Medihaler-Nitro™ (0.25 mg. octyl nitrite per ejection) for the rapid relief of angina pectoris...and Medihaler-Phen™ (phenylephrine-hydrocortisone-neomycin) for lasting, effective relief of nasal congestion.



"...nauseated and vomiting every day, practically the whole day, from the beginning of this pregnancy..."

On 'Compazine' 5 mg. q.i.d., this severe case' of nausea and vomiting of pregnancy showed "... almost immediate response."

In fact, the physician reports, "She hasn't had any nausea or vomiting since then and she has not had the drug for three weeks."

Before prescribing 'Compazine', it is important that the physician be fully conversant with our literature, particularly those parts of it dealing with administration, dosage, side effects, cautions and contraindications.

# Compazine\*

a potent new antiemetic for everyday practice

Smith, Kline & French Laboratories, Philadelphia

1. Personal communication to S.K.F.

**★Trademark for proclorperazine, S.K.F.** 



# Your verdict was "DELICIOUS!" and your patients will agree

"This is for me—because I love good coffee!" Comments like this were heard at the Instant Sanka booth at the medical convention.

Good evidence that if you're a coffee lover, you'll enjoy Instant Sanka. Because Instant Sanka is 100% pure coffee—rich and full-

bodied. Only caffein has been removed.

And just as a reminder—why not tell your caffein-sensitive patients about Instant Sanka Coffee? They can drink as much Instant Sanka as they want without being bothered by sleeplessness or jitters due to caffein.

### INSTANT SANKA COFFEE



All pure coffee... 97% caffein-free

Product of General Foods



...part of every illness

### ANXIETY

is part of

# PEPTIC ULCER ULCER I GUINII LIGHT 1 MEPROBAMATE (2-methyl-2-n-propyl-1,3-propanediol dicarbamate) Licensed under U.S. Pat. No. 2,724,720



"... functional nervousness, including fatigue and anxiety, was by far the greatest detectable cause of recurrences of peptic ulcer symptoms, and in many instances it seemed likely that the same etiological factors were initially responsible for the ulcer."

Peptic ulcer is a combination of the emotional and the physical. For total management, a combination of measures is often indicated. EQUANIL adds to the adequacy of routine treatment by countering psychic stress as a stimulant to vagal activity. It combats the anxiety and tension, and encourages restful sleep.<sup>2</sup>

... a valuable adjunct to the customary therapy

Supplied: Tablets, 400 mg., bottles of 50. Usual Dose: 1 tablet, t.i.d.

- Weiss, E., and English, O.S.: Psychosomatic Medicine. W. B. Saunders Co., Philadelphia, 1949, p. 358.
- 2. Lemere, F.: Northwest Med. 54:1098 (Oct.) 1955.

anti-anxiety factor with muscle-relaxing action







a true cough <u>specific</u> non-narcotic

### ROMILAR 'Roche'

For suppressing cough, whatever the cause, Romilar is at least as effective as codeine. Yet it has no general sedative or respiratory-depressant activity, and it's remarkably free of side effects such as nausea, constipation, or tendency to habit formation.

Available as a syrup, in tablets, or expectorant mixture (with ammonium chloride).



ROCHE Original Research in Medicine and Chemistry

Romilar® hydrobromide — brand of dextromethorphan hydrobromide Tablets, 15 mg; syrup, 15 mg per teasp.; expectorant, 15 mg Romilar and 90 mg ammonium chloride per teasp.

### announcing...

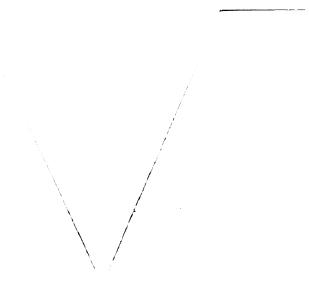
chemically conditioned

# ACHROMYCIN V

# ACHROMYCIN\* V

Chemically Conditioned To Produce Higher-Faster Blood Levels

ACHROMYCIN V combines the well-known antibiotic tetracycline with metaphosphate to provide greater and more rapid absorption of the antibiotic in the intestinal tract. This increased absorption is evidenced by significantly higher blood levels and by an increase in the excretion of the ingested drug in the urine. It is thought that this beneficial absorption is brought about by the chelating effect of the metaphosphate in the intestinal tract.



\*Reg. U.S. Pat. Off.

Each capsule (pink) contains: Tetracycline equivalent to 250 mg. tetracycline HCI; Sodium Metaphosphate 380 mg.

The chemical structure of ACHROMYCIN remains unaltered. However, its tetracycline action is intensified. Chemically conditioned with metaphosphate, ACHROMYCIN V offers increased clinical efficiency. ACHROMYCIN V is indicated in all conditions indicated for ACHROMYCIN Tetracycline, and the recommended dose remains the same—one gram per day for the average adult.

ACHROMYCIN V places a newer, more effective therapeutic agent in the hands of the physician.

# ACHROMYCIN V

chemically conditioned for

greater antibiotic absorption

faster broad-spectrum action

Available:
Vials of 16 and Bottles
of 100 Capsules.
Each capsule
(pink) contains:
Tetracycline equivalent
to tetracycline HCI . . .
250 mg.
Sodium metaphosphate...

Dosage: 6—7 mg. per lb. of body weight for adults and children.





# LANOXINE DIGOXINE

provides the greater margin of safety

of a brief latent period and optimum rate of elimination

# for dependable digitalization and maintenance

Tablets: 0.25 mg. (white) and 0.5 mg. (green)

Pediatric Elixir: 0.05 mg. in each cc.

Ampuls: 0.5 mg. in 2 cc.

\*'Lanoxin' was formerly known as Digoxin 'B. W. & Co.' The new name has been adopted to make easier for everyone the distinction between digoxin and digitoxin.

BURROUGHS WELLCOME & CO. (U. S. A.) INC., Tuckahoe, New York



### brings peace of mind

### WITHOUT DISTURBING MENTAL ALERTNESS

**QUICKLY**—action starts within 15 minutes. **SAFELY**—no significant side effects reported.

INDICATIONS: For the "more normal" patient, in conditions where emotional stress is a factor, such as: tension • anxiety • neuroses • senile anxiety • insomnia • climacteric • peptic ulcer functional G.I. spasm • hypertension • cardiac disease • anxiety, restlessness, night terror and hyperactivity in children.

DOSAGE: Adults, usually one 25 mg. tablet, or two teaspoonfuls Syrup, three times daily. Children (over 3 years), usually one 10 mg. tablet, or one tsp. Syrup, once or twice daily.

Since response varies from patient to patient, dosage should be adjusted accordingly.



SUPPLIED: Tablets: Tiny 10 mg. (orange) and 25 mg. (green), bottles of 100. Syrup: 10 mg. per teaspoonful, pint bottles.





BIBLIOGRAPHY: 1. Farah, Luis: Preliminary study on the use of hydroxyzine in psychosomatic affections. Intl. Rec. of Med. and G.P. Clin. 169:379:389 (June) 1956. 2. Robinson, Harry M., Jr., et al: Hydroxyzine (ATARAX) hydrochloride in dermatological therapy. J.A.M.A. 161:504 (June 16) 1956. 3. Shalowitz, M. Hydroxyzine: a new therapeutic agent for senile anxiety states. Geriatrics 11:312 (July) 1956. 4. Noel, Guy: report by Neuropsychiatric Department of the Civil Hospital of Charlerol, Dec. 19, 1955. 5. Heuver, G., Lang, J. L. and Chevreau, P.: Initial results obtained with ATARAX in child psychiatry. Children's Neuropsychiatric Service, La Salpetriere, Paris. 6. Bayart, J.: On treatment by hydroxyzine of nervous conditions during childhood. Presented at the International Congress of Pediatrics, Copenhagen Denmark, July 22-27, 1956.

# Erythromycin in Treating Pneumonia

A 27-year-old man, a chronic alcoholic, was admitted with a httory of an alcoholic spree followed by a cough, greenish sputum and chills and fever.

Physical examination showed a temperature of 104 F. and indicated pneumonia in the right lower lobe. This was confirmed by X-ray. The sputum revealed gram-positive diplococci and blood culture subsequently grew Type VII pneumococci.

The patient was treated with erythromycin, 300 mg. every six hours per os. His temperature dropped to normal by 48 hours and X-ray of the chest revealed considerable clearing by the fourth hospital day. After 10 days hospitalization, the patient was fit for discharge.

First Antibiotics Symposium, we reported the successful treatment with mromycin of *H. influenzae* pneumonia and bacteremia. A second patient with *H. influenzae* pneumonia and bacteremia had a clinical course almost identical to the one previously reported, with cure obtained by treatment with 500 mg. of erythromycin per os every four hours for 14 days.

Of these 132 patients with bacterial pneumonia, 127 (96%) had a good clinical result. One patient with lobar pneumonia had a good initial response but had

# "Highly Effective in Pneumonia"

In one investigation, 75 adult patients with bacterial pneumonia were treated with erythromycin. In his summary, the clinician reported: "It is concluded that erythromycin is highly effective in the treatment of pneumonia due to gram-positive bacteria."

This, of course, is only one of many reports showing the effectiveness of ERYTHROCIN against coccic infections. You'll get the same good results (nearly 100% in common, bacterial respiratory infections) when you prescribe ERYTHROCIN.





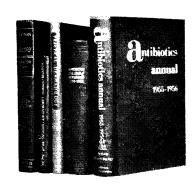
**STEARATE** 

### "No Serious Side Effects Occurred"

After a study of 171 patients treated with erythromycin, the investigator wrote: "No serious side effects occurred with prolonged therapy or with doses up to 8 Gm. per day in the severe infections."

Actually, ERYTHROCIN stands on a remarkable record of safety. After four years, there's not a single report of a severe or fatal reaction attributable to erythromycin. In addition, you'll find allergic manifestations rarely occur. Filmtab ERYTHROCIN Stearate (100 and 250 mg.), in bottles of 25 and 100.

® Filmtab-Film-Sealed tablets, Abbott; pat. applied for.



Romansky, M.J., et al., Antibiotics Annual 1955-1956, p. 48,
 Waddington, W. S., Maple, F. C., and Kirby, W. M. M., A.M.A. Archives of Internal Medicine, 1954, p. 556.

The subway is taking him home today. But, sometime soon, the depression and anxiety you can see may lead him to irresponsible behavior, impaired mental and emotional health, or even to physical illness.

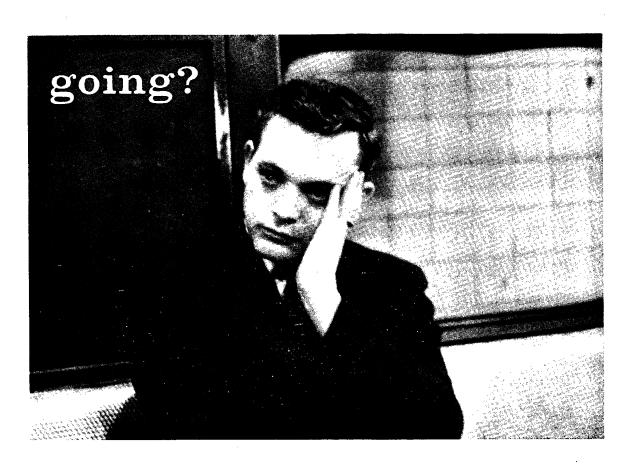
If he comes to your office, you'll find that Dexamyl\* can help you to relieve his depressed sense of "being unable to do anything right." 'Dexamyl' (a combination of dextro-amphetamine sulfate, S.K.F., and amobarbital) is smooth and subtle in action, helps to restore a sense of well-being. In three dosage forms: tablets, elixir, Spansulet capsules.

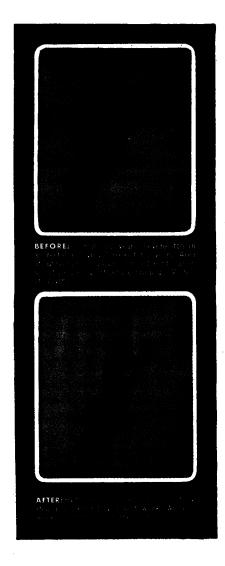
Smith, Kline & French Laboratories, Philadelphia

### where is

\*T.M. Reg. U.S. Pat. Off. †T.M. Reg. U.S. Pat. Off. for <u>sustained release</u> capsules, S.K.F.

### this man





# STOPS the silent agony of PRURITUS ANI in 98% of cases\*

Breaking the itch-scratch-itch cycle is essential to control of pruritus ani. Topically applied Hydrolamins Amino Acid Ointment relieves itch with anesthetic speed—but without danger of tissue reaction.

In a series of 100 unselected sufferers from pruritus ani, the author\* reported "Relief... experienced immediately in 98 cases."

Moreover, in 88% of cases, "Within a few weeks' time there is every appearance of normal skin."

### **HYDROLAMINS®**

AMINO ACID OINTMENT

Hydrolamins offers an isotonic, specially selected combination of amino acids derived from lactalbumin in a vehicle of polyethylene glycol 1500. Hydrolamins buffers against local (bowel) irritants. It does *not* contain local anesthetics ("caines") or astringents.

SUPPLIED in 1 oz. (28 Gm.) tubes.



CHICAGO 14, ILLINOIS

\*Bodkin, L.G., and Ferguson, E.A., Jr.: Successful Ointment Therapy for Pruritus Ani, Am. J. Digest. Dis. 18:59 (Feb.) 1951.



### PANMYCIN\* PHOSPHATE

Each capsule contains:

Tetracycline phosphate complex
equivalent to 250 mg. of tetracycline hydrochloride

Indications and dosage: Same as for tetracycline hydrochloride

Supplied:

Bottles of 16 and 100 capsules.

\*Trademark, Reg. U.S. Pat. Off.

Upjohn

### VITAMIN B COMPLEX LEDERLE



Nutritionists agree that vitamin B deficiencies are seldom seen singly. Two or more B-complex factors are usually involved. B-complex multivitamin preparations, despite similarity of published formulas, do not agree quantitatively.

By recommending a preparation conforming to highest professional standards, you assure your patients the full benefit of B-complex therapy.

LEDERPLEX offers the entire vitamin B complex (folic acid and  $B_{12}$  included) in highly potent form. The palatable orange flavor of LEDERPLEX is tastetrue, does not "wear thin" or go "flat" on prolonged dosage.

LEDERPLEXLiquidcontains:Thiamine HCl  $(B_1)$ 2 mg.Riboflavin  $(B_2)$ 2 mg.Niacinamide10 mg.Folic Acid0.2 mg.Puridovine HCl  $(B_1)$ 0.2 mg.

Each teaspoonful (5cc.) of

Pyridoxine HCl ( $B_6$ ) 0.2 mg.

Pantothenic Acid 2 mg.

Choline 20 mg.

Inositol 10 mg.

Soluble Liver Fraction 470 mg.

Vitamin  $B_{12}$  5 mcgm.

Also available in tablet, capsule, and parenteral forms.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

Lederle

apy..Well tolerated

by

555 out of

563 patients

ferronord

thrand of privativem, on an exercise

"555 (98½%) patients tolerated this ferrous sulfate-amino acid complex (FERRONORD) without complaint."1

"Extraordinarily well tolerated" in 120 obstetrical and gynecological patients.2

Well tolerated even in patients with peptic ulcer and gastritis.3



clinical response in days

 between-meal administration for better utilization

### FERRONORD Dosage:

average adult dosage: Initially, 2 tablets twice a day; in severe cases, 2 tablets 3 times daily. Maintenance, 1 to 2 tablets daily. children's dosage: In proportion.

### **FERRONORD** Supplied:

Bottles of 100 tablets. Each tablet supplies 40 mg. of ferrous iron.

- 1. Frohman, I. P.; Pomeranze, J.; Rummel, W.; Kircher, R. F.; Clancy, J. B.; Dwyer, T. A.; Wagner, H.; O'Brien, T. E.; Curley, R. T.; Jörgensen, G.; Onorato, R. R.; Ira, F.; Lee, Jr., J. G.; Gorla, W. O.; White, R. N.; Gadek, R. J.; Remy, D.: Scientific Exhibit, 6th International Congress of Hematology, Boston, Mass., August, 1956.
- 2. Wagner, H.: Landarzt 31:496, 1955.
- 3. Jörgensen, G.: Arztl. Wchnschr. 10:82, 1955.

†α-aminoacetic-ferrous sulfate complex, exsiccated



Suppliers of fine chemicals to the pharmaceutical industry for more than a quarter of a century.



### Restores mobility by controlling gout



PROBENECID

Don't overlook gout in women—they are a significant minority of all gouty patients. Plasma urate concentrations are quickly lowered with BENEMID—1 to 2 Gm. daily will maintain a persistent negative balance of uric acid. "By this simple physical principle the crystalline deposits of tophi are gradually carried back into solution and excreted." BENEMID is a valuable agent for the interval treatment of gout.<sup>2</sup>

References: 1. Ann. Int. Med. 44:1182 (June) 1956. 2. Current Med. Dig. 20:27 (Sept.) 1953.



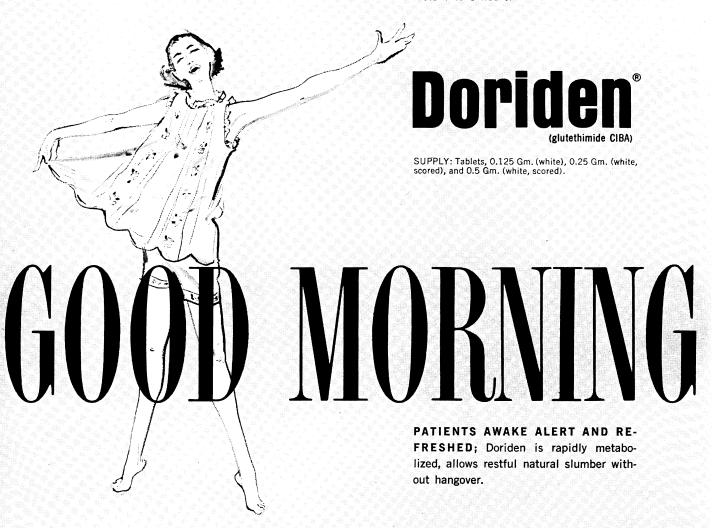
### MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Each Benemid tablet supplies 0.5 Gm. probenecid. Dosage 1 to 4 tablets daily.



PATIENTS SLEEP SOUNDLY with non-barbiturate Doriden – 0.5 Gm. at bedtime. Onset of action is smooth and gradual (without preliminary excitation). Effect lasts 4 to 8 hours.





balanced electrolytes
parenteral calories
vitamins for
dextrose metabolism

New, modern therapy now possible because all three important factors are combined in a single solution

# Trinolyte®

Trinolyte combines the two most widely prescribed Baxter special solutions, Trinidex® and Isolyte®, plus alcohol for additional calories.

It meets the needs of the usual surgical patient with normal renal function.

### Each liter (1000 cc.) of Trinolyte contains:

Hydrous Dextrose U.S.P	50	Gm.
Absolute Ethyl Alcohol	25.0	CC.
Sodium Lactate *	5.30	Gm.
Sodium Chloride U.S.P	5.0	Gm.
Potassium Chloride U.S.P	0.75	Gm.
Anhydrous Citric Acid U.S.P	0.54	Gm.
Calcium Chloride U.S.P	0.35	Gm.
Magnesium Chloride Hexahydrate	0.31	Gm.
Nicotinamide U.S.P	100	mg.
Riboflavin U.S.P	20	mg.
Thiamine Hydrochloride U.S.P	10	mg.

### Electrolyte content (milliequivalents per liter):

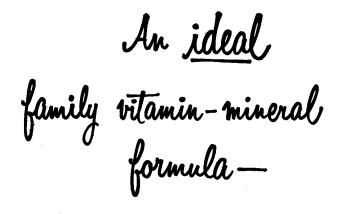
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Potassium . 10	Chloride										103

Calcium 5 \*Bicarbonate Precursor . 47



RESEARCH AND PRODUCTION LASON CONTRACTOR Specify for routine age.

BAXTER OIL RETENTION ENEMA and BAXTER CLEANES



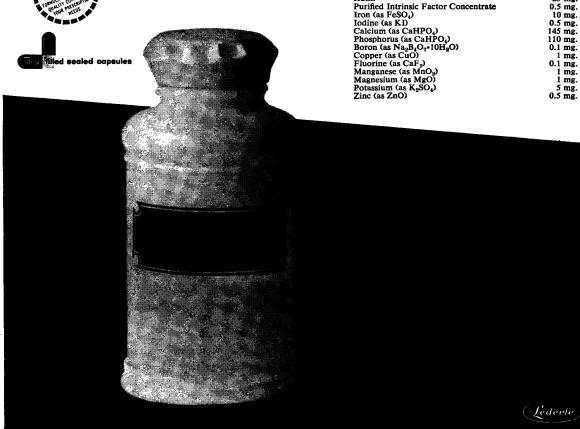
# **GEVRAL**\*

Since daily dosage is an important part of supplementation, GEVRAL is now packaged in a special JUBILEE JAR—an attractive container of 100 capsules for the family dining table. Specify GEVRAL. Your patients will remember to take their "vitamins" regularly when they have the JUBILEE JAR before them at mealtime.

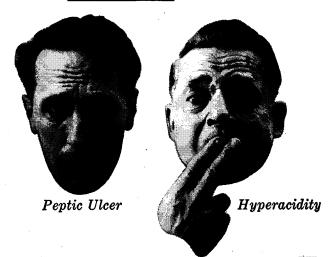
GEVRAL is aptly formulated to meet the broad vitamin-mineral requirements of daily life. Balanced, comprehensive, GEVRAL provides 14 vitamins, 11 minerals and Purified Intrinsic Factor Concentrate. Dosage is only one *dry-filled* capsule daily.

### Each GEVRAL capsule contains:

Vitamin A	5000 U.S.P. Units
Vitamin D	500 U.S.P. Units
Vitamin B <sub>12</sub>	i mcgm.
Thiamine Mononitrate (B <sub>1</sub> )	5 mg.
Riboflavin (B <sub>2</sub> )	5 mg.
Niacinamide _	15 mg.
Folic Acid	1 mg.
Pyridoxine HCl (B <sub>e</sub> )	0.5 mg.
Ca Pantothenate	5 mg.
Choline Bitartrate	50 mg.
Inositol	50 mg.
Ascorbic Acid (C)	50 mg.
Vitamin E (as tocopheryl acetates)	10 I. Ū.
1-Lysine Monohydrochloride	25 mg.
Rutin	25 mg.
Purified Intrinsic Factor Concentrate	0.5 mg.
Iron (as FeSO <sub>4</sub> )	10 mg.
Iodine (as KI)	0.5 mg.
Calcium (as CaHPO <sub>4</sub> )	145 mg.
Phosphorus (as CaHPO)	110 mg.
Boron (as Na <sub>2</sub> B <sub>4</sub> O <sub>7</sub> •10H <sub>2</sub> O)	0.1 mg.
Copper (as CuO)	1 mg.
Fluorine (as CaF <sub>2</sub> )	0.1 mg.
Manganese (as MnO <sub>2</sub> )	1 mg.
Magnesium (as MgO)	1 mg.
Potassium (as K <sub>2</sub> SO <sub>4</sub> )	5 mg.
Zinc (as ZnO)	0.5 mg.



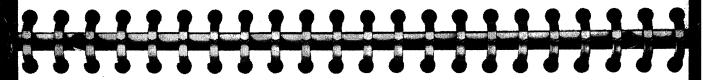
### prompt, prolonged relief for both



# Kolantyl

Kolantyl provides four beneficial actions that relieve pain and correct a range of gastric disorders characterized by spasm and low pH.

Acid neutralization; 2. Relief of spasm and hypermotility by musculotropic and neurotropic inhibition;
 Inactivation of pepsin and lysozyme; 4. Formation of a protective demulcent.



### Rx Information

### Kolantyl

Gel and Tablets

#### Action:

Two-way spasmolysis... Spasm is relieved and gastric hypermotility is checked by the musculotropic and neurotropic effects of Bentyl\*—more effective than atropine, without the usual side effects.\(^1\)

Rapid, Prolonged Antacid Effects<sup>2</sup> Balanced antacids act swiftly...do not cause laxation or constipation.

Demulcent Protection<sup>3</sup> . . . Normal tissue is safeguarded, and physio-

logic repair of damaged areas is en-

Anti-enzyme Action<sup>4</sup>... Necrotic effects of pepsin and lysozyme are effectively curbed.

### Composition:

Each 10 cc. (2 teaspoonfuls) of Kolantyl Gel or each Kolantyl Tablet contains:

Bentyl (dicyclomine)

 Hydrochloride
 5 mg.

 Aluminum Hydroxide Gel.
 400 mg.

 Magnesium Oxide
 200 mg.

 Sodium Lauryl Sulfate
 25 mg.

 Methylcellulose
 100 mg.

### Dosage:

Gel—2 to 4 teaspoonfuls every three to four hours, or as needed.

Tablets—2 tablets (chewed for more rapid action) every three hours, or as needed.

#### Supplied:

Gel-12 oz. bottles. Tablets-bottles of 100 and 1,000.

\*Merrell's distinctive antispasmodic that provides direct, fast relief of G. I. spasm and pain.

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Pioneer in Medicine for Over 125 Years

FRADEMARKS: 'BENTYL', KOLANTYL

### Against Pathogen & Pain

### in urinary tract infections

Azo Gantrisin combines the single, soluble sulfonamide, Gantrisin, with a time-tested urinary analgesic - in a single tablet.

Prompt relief of pain and other discomfort is provided together with the wide-spectrum antibacterial effectiveness of Gantrisin which achieves both high <u>urinary</u> and <u>plasma</u> levels so important in both <u>ascending</u> and <u>descending</u> urinary tract infections.

Each Azo Gentrisin tablet contains 0.5 Gm Gentrisin 'Roche' plus 50 mg phenylazo-diamino-pyridine HCL.

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Gantrisin® - brand of sulfisoxazole

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Problem esters, the underweight, and generally below par patients of all ages respond to INCREMIN

Increasing offers I-Lysine for protein utilization, and essential vitamins noted for outstanding ability to stimulate appetite, overcome anorexia.

Specify accremin in either Drops (cherry flavor) or Tablets (caramel flavor). Same flavoula. Tablets, highly palatable, may be untilly dissolved, chewed, or restlicted. Drops, delicious, may be mixed with mile mile torowing or other figure, offered in 15 so polyethyline dropped bottle.

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1-Lysine 300 mg. Fyridoxine (Be.)
Vitamin B<sub>15</sub> 25 mcgm. (recisiorin Droph contain ? Thiesning (B<sub>1</sub>) 10 mg. (cohe))

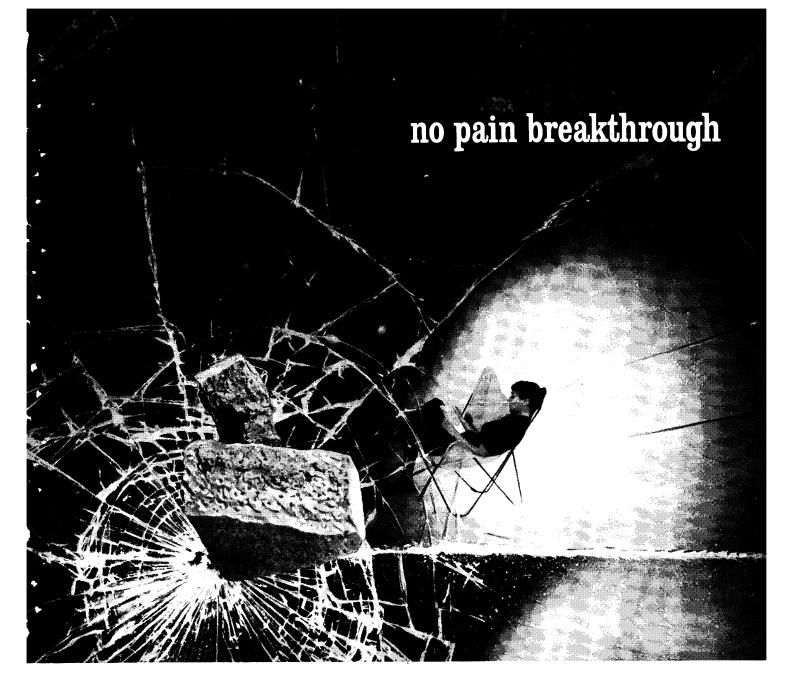
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Dosage only 1 incremin tablet of 10-20 increment Drops daily.



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ne DONNAGESIC Extentab gives 10 to 12 hours of steady, high-level codeine analgesia. Rebuilding of effective analgesia with repeated doses is avoided. Patient comfort is continuous.

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once every 10-12 hours and for all codeine uses





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 CODEINE Phosphate
 48.6 mg. (34 gr.)
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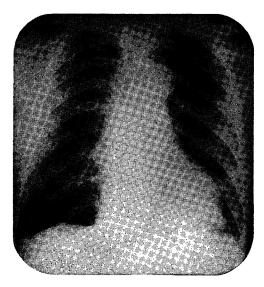
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A. H. ROBINS CO., INC., RICHMOND, VIRGINIA Ethical Pharmaceuticals of Merit Since 1878



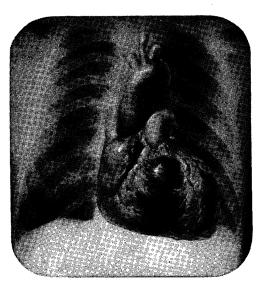
VISUAL HEART CLINIC—ONE OF A SERIES
ARTERIOSCLEROTIC HEART DISEASE

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Postero-anterior position

Moderate left ventricular enlargement with prominence and calcification of aortic knob.

Taken from White Laboratories' Technical Exhibit, American Medical Association, 105th Annual Meeting, Chicago, June 11-15, 1956.



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- Safest—the only cardioactive glycoside whose therapeutic dose is ½ its toxic dose.
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- Short latent period.
- Uniform clinical potency.

Patients now on other cardiotonics may be easily maintained on Gitaligin: 0.5 mg. of Gitaligin is approximately equivalent to 0.1 Gm. digitalis leaf, 0.1 mg. digitoxin, 0.5 mg. digoxin.

GITALIGIN TABLETS—Bottles of 30, 100 and 1000. GITALIGIN DROPS—30 cc. bottles with dropper calibrated for 0.05, 0.1, 0.2, 0.3, 0.4 and 0.5 mg.

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\*HARRIS, R., AND DEL GIACCO R. R.: AM HEART J. (AUG.) 1956, BIBLI-OGRAPHY ON REQUEST



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# Antivett stops vertigo

(AND A GLANCE AT THE FORMULA SHOWS 2 REASONS WHY)

each tablet contains:

**MECLIZINE** (12.5 mg.)—specifically suppresses labyrinthine irritation<sup>1</sup>

**NICOTINIC ACID** (50 mg.) — for prompt increase of cerebral blood flow<sup>2</sup>

Proof? Try antivert on your next vertiginous patient. One tablet t.i.d. before meals. In bottles of 100 blue-and-white scored tablets. Rx only.

VERTIGO IN GERIATRICS
ANTIVERT is particularly useful for the relief
of vertigo in the aging.



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1. Well, L. L.: J. Florida Acad. Gen. Pract. 4:9 (July) 1954. 2. Williams, Henry L.: J. Michigan State Med. Society 51:572-576 (May) 1952.



In the majority of 112 cases of acute, persistent or relapsing urinary tract infections "nitrofurantoin [FURADANTIN] was effective clinically, with a pronounced improvement, indicated by the appearance of the urine as well as by verbal commendation by the patient, within 24 to 36 hours... Some of these patients with seemingly impossible cases were cured of their infection."\*

FURADANTIN first because of these advantages: a specific for urinary tract infections • rapid bactericidal action • negligible development of bacterial resistance • nontoxic to kidneys, liver and blood-forming organs.

AVERAGE DOSAGE: ADULTS—four 100 mg. tablets daily; 1 tablet during each meal and 1 on retiring, with food or milk. In acute, uncomplicated infections, 50 mg. q.i.d. may be prescribed. If patient is unresponsive after 2 to 3 days, increase dose to 100 mg. q.i.d.

CHILDREN-5 to 7 mg. per Kg. (2.2 to 3.1 mg. per lb.) per 24 hours.

SUPPLIED: Tablets, 50 and 100 mg. Oral Suspension (25 mg. per 5 cc. tsp.).

\*Stewart, B. L., and Rowe, H. J.: J. Am. M. Ass. 160:1221, 1956.

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Nitrofurans—a new class of antimicrobials—neither antibiotics nor suifonamides

ANNOUNCING

in clinically important infections than any other antibiotic

#### FOR MOST INFECTIONS

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## THE ANTIBIOTIC PRODUCT MOST LIKELY TO BE EFFECTIVE

#### COMPARE THESE ADVANTAGES:

- 1. Proved effectiveness in the largest number of clinically important infections including those caused by antibiotic-resistant staphylococci and proteus.
- 2. Therapeutic, *bactericidal* blood levels are promptly achieved.
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DOSAGE: for adults—two capsules q.i.d.; for children under 100 lbs.—dosage in proportion to weight (e.g. one capsule q.i.d. for a child weighing 50 lbs.).

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In one prescription the one antibiotic product most likely to be effective





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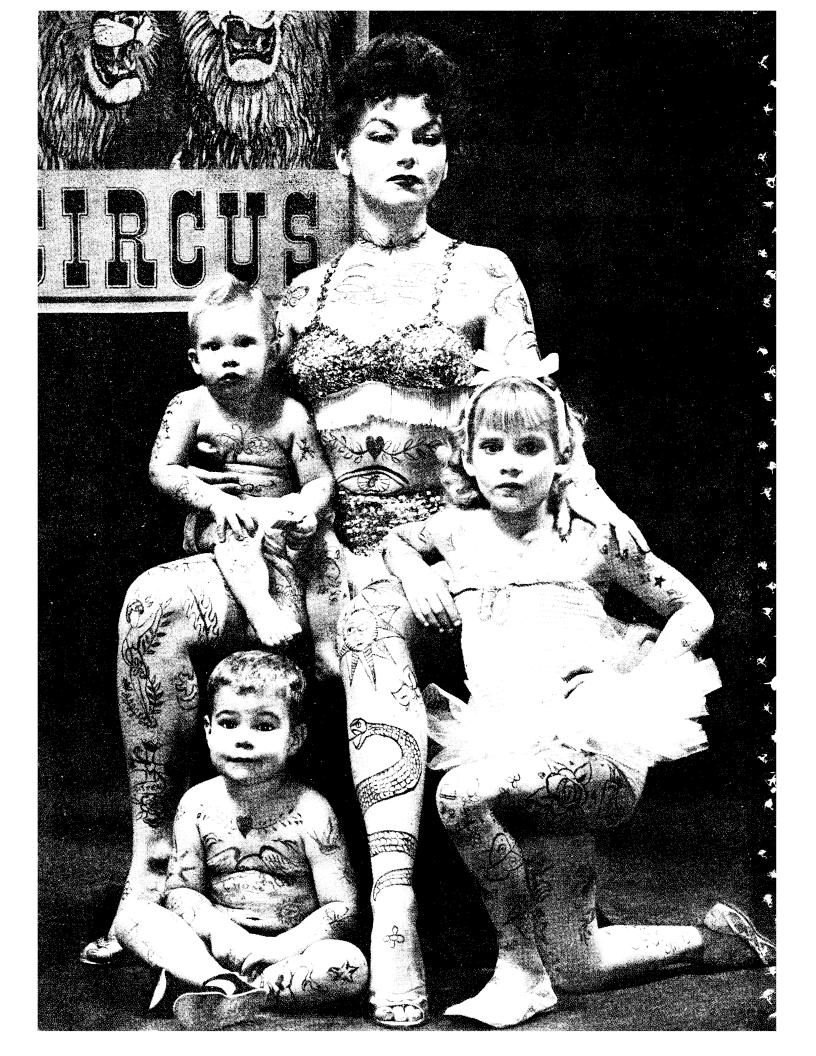
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Available in 10-cc vials and boxes of 30 tablets.

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Few expectant mothers are in "show business," but most pregnant women have daily schedules to maintain.

#### **VITAL PROTECTION DURING PREGNANCY**

New! OBnatal now contains Hesperidin, a citrus bioflavonoid, with vitamin C in prophylactic amounts to aid in preventing threatened and habitual abortion.

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\*One tablet 3 times daily, supplies: Calcium Lactate USP - 2.00 Gm.; Vitamin B<sub>6</sub> - 10.0 mg.; Vitamin K - 1.5 mg.; Ferrous Sulfate USP (Iron content 60 mg.) - 300.0 mg.; Vitamin B<sub>12</sub> - 6.0 mg.; Vitamin C - 100.0 mg.; Hesperidin Purified (Citrus Bioflavonoid) - 50.0 mg.; Vitamin B<sub>1</sub> - 4.0 mg.; Vitamin B<sub>2</sub> - 2.5 mg.; Niacinamide - 60.0 mg.; Folic Acid - 0.3 mg.; Calcium Pantothenate - 5.0 mg.; Vitamin A - 6,000 USP units; Vitamin D - 600 USP units; Iodine - 0.15 mg.; Copper - 1.0 mg.; Magnesium - 15.0 Manganese - 4.5 mg.; Molybdenum - 0.15 mg.; Zinc - 2.25 mg.

## New Potentiated Pain Relief

# A.P. C. Demerol Tablets

Average Adult Dose... 1 or 2 tablets repeated in three or four hours as needed.

#### marked potentiation of analgesia

"Such a combination has proved clinically to be far more effective and no more toxic than equivalent doses of any of these used singly."

Bonica, J.J.; and Backup, P.H. (Tacoma General Hospital, Washington): Northwest Med., 54:22, Jan., 1955.

Supplied in bottles of 100 tablets.

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COMBATS MOST CLINICALLY SIGNIFICANT PATHOGENS

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#### **OUTSTANDING EFFICACY OVER THE YEARS**

Extensive clinical evidence<sup>1-21</sup> reflects the antimicrobial efficacy of CHLOROMYCETIN (chloramphenicol, Parke-Davis) against a wide variety of pathogens, including those that are resistant to other antibiotic agents. In fact, recent reports<sup>1,8,21</sup> indicate that even after prolonged exposure to CHLOROMYCETIN, resistance seldom develops in strains of staphylococci and of other pathogens sensitive to the antibiotic.

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.

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# PERCENTAGE OF NONRESISTANT STRAINS OF STAPHYLOCOCCUS AUREUS SENSITIVE TO CHLOROMYCETIN AND THREE OTHER MAJOR ANTIBIOTIC AGENTS\*

#### PER CENT SENSITIVE 196 0 20 60 YEARS STUDIED CHLOROMYCETIN 1950-1953 1955 ANTIBIOTIC A 1950-53 1954 1955 ANTIBIOTIC B 1950-53 1955 ANTIBIOTIC C **NO. OF STRAINS:** 1950-53 1954 107 1955: 135

1955

<sup>\*</sup>This graph is adapted from a five-year study by Rantz and Rantz."

### C.M.A.

# Cancer Commission Pre-Convention Conferences Los Angeles Saturday, April 27

#### **RADIOLOGY**

Colonial Room, Ambassador Hotel

DIAGNOSTIC SESSION
9:30 a.m. to 12:00 o'clock noon
THERAPY SESSION
2:00 p.m. to 4:30 p.m.

#### **PATHOLOGY**

East Venetian Room, Ambassador Hotel
MICROSCOPIC PATHOLOGY OF
SKIN CANCER

9:15 a.m. to 12:00 o'clock noon 2:00 p.m. to 4:30 p.m.

Members who wish to attend the Pathology Conference are requested to register with Weldon K. Bullock, M.D., Registrar, Tumor Tissue Registry, California Medical Association Cancer Commission, Los Angeles County Hospital, 1200 North State Street, Los Angeles 33.



#### . for your

#### patient

for the pain of the present for the fear of the future

the original tranquilizercorticoid

prednisolone and hydroxyzine

provides the anti-rheumatic, anti-inflammatory action of the most effective steroid, STERANE,® complemented by the superior central tranquilizing effects of ATARAX.® Minimal disturbance of fluid and electrolyte metabolism; no mental fogging or major toxicity in ataractic action.



### Gives fast relief of nasal congestion

Novahistine works better than antihistamines alone. The combined action of a vasoconstrictor with an antihis minic drug provides marked next dedecongestion, inhibits excess the etion...combats allergic reactions and dosage avoids patient misuse of the drops, sprays and inhalants...eller nates rebound congestion. Novahisting will not cause jitters or insomnia.

Each Novahistine Tablet or teaspoonful of Elixir provides 5.0 mg. of phenylephrine HCl and 12.5 mg. of prophenpyridamine maleate. Novahistine Fortis Capsules contain twice the amount of phenylephrine for those who need greater vasoconstriction. Novahistine with APC Capsules contain: phenylephrine 10 mg., prophenpyridamine 12.5 mg., acetylsalicylic acid 3½ gr., acetophenetidin 2½ gr., and caffeine ½ gr. Novahistine with Penicillin Capsules contain: phenylephrine 10 mg., prophenpyridamine 12.5 mg., and penicillin G potassium 200,000 units.



"unlock" the closed-up nose...

orally

# Novahistine



# when colds are complicated by useless, exhausting coughs



promptly controls coughs and clears obstructed air passages

Each teaspoonful (5 cc.) of this palatable grape-flavored elixir contains:

Phenylephrine hydrochloride 10 mg.

Prophenpyridamine maleate 12.5 mg.

Dihydrocodeinone bitartrate Warning: may be habit forming

Chloroform (approximately) 13.5 mg.

1-Menthol 1.0 mg.

(Alcohol content, 10%; sugar, 331/3%)

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PHYSICIAN (ANESTHESIOLOGY). An unusual opportunity to supervise and instruct resident physicians in Los Angeles County General Hospital. Duties include lecture, operating room supervision, clinical research. Appointment includes a faculty position to University of Southern California School of Medicine with additional stippend. Applicant must have California certificate and completed residency in anesthesiology. Apply to Judson Denson, M.D., Chief Anesthesiologist, Los Angeles County General Hospital, 1200 North State Street, Los Angeles 33, California. Telephone CA 5-3131, Extension 707.

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PHYSICIANS—Permanent full-time and part-time positions for physicians are immediately available in the San Diego County Department of Public Health. No experience necessary. Salary \$647 to \$713 per month. Write San Diego County Civil Service Department, Room 403 Civic Center, for application forms and further details.

RESIDENT PHYSICIANS for general rotating residencies beginning July 1, 1957, covering practically all the fields of medicine and surgery. Excellent preparation for general practice. Applicant should be graduate of American school, citizen, and eligible for California Board. Salary \$555.00. Housing available. Direct inquiries to Medical Director, Kings County General Hospital, Hanford, California.

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(Continued in Back Advertising Section, Page 68)



when infection strikes the respiratory tract . . .

# ILOTYCIN

provides singularly effective antibiotic therapy, because

• Virtually all gram-positive organisms are inherently sensitive

The usual adult dose is 250 mg. every six hours.

• Allergic reactions following oral therapy are rare

Available in specially coated tablets, pediatric suspension, drops, ointments, and I.V. ampoules.

- Bactericidal action kills susceptible organisms
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#### TWO POSTGRADUATE

One in March

#### SAN JOAQUIN VALLEY COUNTIES

Presented by Postgraduate Activities Committee of the California Medical Association, in cooperation with University of California School of Medicine, San Francisco, Seymour M. Farber, M.D., Head of Postgraduate Instruction.

FRESNO... March 21-22, 1957... Hotel Californian

#### PROGRAM

#### THURSDAY MORNING, MARCH 21

#### RECENT PROGRESS IN OFFICE ENDOCRINOLOGY

- 9:00-9:55—Advances in Diagnosis and Treatment of Diseases of the Thyroid—Bernard G. Anderson, M.D., Chief of Thyroid Clinic; Clinical Instructor in Medicine.
- 10:10-11:05—The Diagnosis and Treatment of Common Metabolic and Endocrine Bone Diseases—Gilbert S. Gordan, M.D., Chief of Endocrine Clinics and Assistant Professor of Medicine.
- 11:05-12:00—Recent Advances in the Field of Adrenals and in Diabetes—Peter H. Forsham, M.D., Chief of Endocrinology and Metabolism and Associate Professor of Medicine and Pediatrics.
- 12:00-2:00-Luncheon and Panel Discussion-
  - (a) Progress in Postgraduate Medical Education—Seymour M. Farber, M.D.
  - (b) What Are the Best Diagnostic Points in Endocrine Disease and the Most Appropriate Minimal Follow-up Studies Required—Panel of morning faculty members.

#### THURSDAY AFTERNOON, MARCH 21

#### THE NEGLECTED BUSINESS WORLD OF THE PHYSICIAN

- 2:00-2:30—Clinical Pathological Conference on Tax Problems of the Medical Profession—Mr. Clarence E. Musto, General Partner of Morrison, Foerster, Holloway, Sherman and Clark.
- 2:30-3:00—Estate Planning for Physicians—Mr. David A. Bardes, Insurance Consultant.
- 3:00-3:30—A Protective Investment Program—Tax Free Bonds, Common Stocks, Mutual Funds—Mr. Albert E. Schwabacher, Jr., General Partner, Schwabacher and Co.

- 3:45-5:00—Panel Discussion and Questions from the Audience—Dynamic Business Concepts in Planning for the Future—Messrs. Musto, Bardes, Schwabacher.
- 5:00-6:00—Social Hour—Hotel Californian. All physicians present invited to attend. No charge.

#### FRIDAY MORNING, MARCH 22

#### BACTERIA, VIRUSES AND ANTIBIOTICS

- 9:00-9:30—Rational Choice of Antimicrobial Agents— Ernest Jawetz, M.D., Professor of Microbiology and Lecturer in Medicine and Pediatrics.
- 9:30-10:00—Current Status of Treatment in Selected Bacterial Infections of Adults—Henry D. Brainerd, M.D., Professor of Medicine and Chairman of the Department.
- 10:00-10:30—Antimicrobial Therapy in Common Diseases of Children—Henry B. Bruyn, M.D., Assistant Professor of Pediatrics and Medicine; Chief of Isolation Service, San Francisco Hospital.
- 10:30-11:00—Panel Discussion on Antimicrobial Therapy.
- 11:00-11:20—Some Common Clinical Entities Associated With Newly Recognized Viruses—Ernest Jawetz, M.D.
- 11:20-12:00—Developments in Immunization Against Virus Diseases—Henry D. Brainerd, M.D.
- 12:00-2:00—Luncheon. Discussion by participants and morning panel members: Problems in the Diagnosis and Treatment of Bacterial and Viral Infections.

(Continued bottom of next page)

#### INSTRUCTION INSTITUTES

#### One in April

#### NORTH COAST COUNTIES

Presented by Postgraduate Activities Committee of the California Medical Association, in cooperation with Stanford University School of Medicine, Lowell A. Rantz, M.D., Director of Postgraduate Programs.

#### SANTA ROSA... April 11-12, Veterans Memorial Auditorium

#### PROGRAM

#### THURSDAY, APRIL 11, 1957

- 9:00-10:00 a.m.—Cardiac Surgery in Infancy and Childhood —Frank L. Gerbode, M.D., Associate Professor of Surgery.
- 10:15-12:00 a.m.—Two Concurrent Panel Discussions\* (you may go to one of your choice)—

  Abdominal Pain.

  Dermatology.
- 12:00-2:00 p.m.—Luncheon—One faculty member will be seated at each table for informal discussions with physicians present.
- 2:00-3:00 p.m.—Significance of Systolic Murmur—Herbert Hultgren, M.D., Associate Professor of Medicine.
- 3:15-5:00 p.m.—Two Concurrent Panel Discussions\* (you may go to one of your choice)—

  Diseases of the Chest.

  Surgery in the Cardiac Patient.
- 7:00-12:00 p.m.—Social Hour, Dinner and Dancing.

#### **FRIDAY, APRIL 12, 1957**

- 9:00-10:00 a.m.—Anticoagulant Therapy—David Rytand, M.D., Professor and Executive, Department of Medicine.
- 10:15-12:00 a.m.—Two Concurrent Panel Discussions\* (you may go to one of your choice)—

  Hypertension.
  Chemotherapy in Hematology.
- 12:00-2:00 p.m.-Luncheon.
- 2:00-3:00 p.m.—Treatment of Anemia—William Creger, M.D., Associate Professor of Medicine.
- 3:15-5:00 p.m.—Two Concurrent Panel Discussions\* (you may go to one of your choice)—

  Coma.

  Endocrines.

HOSTS: Sonoma County Medical Society... REGIONAL CHAIRMAN: Robert S. Quinn, M.D., 185 Sotoyome Street, Santa Rosa. FEE: \$15.00. For additional information contact Postgraduate Activities Office, California Medical Association, 417 South Hill Street, Los Angeles 13. All California Medical Association members are cordially invited to attend.

(Continued from previous page)

#### FRIDAY AFTERNOON, MARCH 22

#### MEDICAL-LEGAL PROBLEMS

- 2:00-3:00—The Doctor in Court—Mr. Bernard E. Allard of the Oakland Bar.
- 3:00-3:45—The Medical Witness—A 34-minute film prepared jointly by the American Medical Association and the American Bar Association (first showing in California).

4:00-5:00—The Doctor and Malpractice—Mr. John Wynne Herron of the San Francisco Bar.

HOSTS: Fresno County Medical Society . . . REGIONAL CHAIRMAN: R. H. Whitten, M.D., 2912 Fresno Street . . . FEE: \$15.00. For additional information, contact Postgraduate Activities office, California Medical Association, 417 South Hill Street, Los Angeles 13. All California Medical Association members are cordially invited to attend.

<sup>\*</sup>Each panel discussion will be led by three faculty members and one physician from the community.

#### STANFORD UNIVERSITY SCHOOL OF MEDICINE

- Morning Clinical Conferences, each Monday, Room 515. Contact: D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine, 2398 Sacramento St., San Francisco 15.
- Postgraduate Conference in Surgery. March 18 to 22.
- Postgraduate Conference in Ophthalmology. March 18 to 22.
- Contact: Lowell Rantz, M.D., Director, Postgraduate Programs, Stanford University School of Medicine, 2398 Sacramento St., San Francisco 15. WEst 1-8000, Extension 207.

#### UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

- Home Course in Electrocardiography. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.
- Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. Residents admitted without fee. Tuition for all other physicians: \$30.00. (Each session all-inclusive.)
- Physics and Clinical Application of Radioactive Isotopes. Fridays 4 to 5 p.m., March 1 to July 12, Los Angeles County Hospital and Cedars of Lebanon Hospital.
- Conferences and Live Clinics in Diseases of the Liver and Biliary Tract. All day, each day, Friday, Saturday and Sunday, March 22, 23, and 24, 1957. Hotel Statler and Los Angeles County Hospital. Fee: \$65.00.
- Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

#### COLLEGE OF MEDICAL EVANGELISTS

- Operative Surgery. Wednesdays, March 20 through June 5, 1957. Thirty hours.
- Gynecology. Wednesdays, March 27 through May 29, 1957. Ten hours.
- Thoracic Surgery. Wednesdays, April 24 through May 15, 1957. Eight hours.
- Contact: Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-9131, Ext. 205.

#### CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

- AUDIO DICEST FOUNDATION, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.
- Contact: Claron L. Oakley, editor, 1919 Wilshire Blvd., Los Angeles 57.

#### POSTGRADUATE INSTITUTES, 1957

- San Joaquin Counties in cooperation with University of California, San Francisco, March 21 to 22, Hotel Californian, Fresno. Chairman: Richard H. Whitten, M.D., 2912 Fresno Street, Fresno.
- NORTH COAST COUNTIES in cooperation with Stanford University, April 11 to 12, 1957, Santa Rosa, Veterans Memorial Auditorium. Chairman: Robert S. Quinn, M.D., 185 Sotoyome Avenue, Santa Rosa.
- SACRAMENTO VALLEY COUNTIES in cooperation with College of Medical Evangelists, June 19 to 21, 1957, Tahoe Tavern, Lake Tahoe. Chairman: C. M. Blumenfeld, M.D., 4700 Parkridge Road, Sacramento.
- Contact: One of the chairmen listed above, or Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill Street, Los Angeles 13. Madison 6-0683.

#### **Medical Dates Bulletin**

#### MARCH MEETINGS

- CHILDREN'S HOSPITAL, San Francisco postgraduate course on The Newborn, Nurses Auditorium, 3801 Sacramento Street, March 23. *Contact:* Medical Extension, University of California Medical Center, 2nd and Parnassus, San Francisco 22.
- SOUTHERN CALIFORNIA SOCIETY OF GASTROENTEROLOGY dinner meeting and lecture: "Effects of Antibiotics on the Gastrointestinal Tract," Lowell Rantz, M.D., Stanford University School of Medicine. March 26, 6:30 p.m., Los Angeles County Medical Association Bldg. Contact: L. M. Asher, M.D., secretary, 436 North Roxbury Drive, Beverly Hills.
- CITY OF HOPE MEDICAL CENTER postgraduate course "Newer Advances in the Diagnosis and Treatment of Surgical Heart Disease. March 26 and 27. Fee: \$15.00 for one day, \$25.00 for both days. Contact: Julian Love, M.D., Director of Postgraduate Medicine, City of Hope Medical Center, Duarte.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION,
  Cancer Conference for Tulare County Medical Society,
  March 28 8
- CALIFORNIA TUBERCULOSIS AND HEALTH ASSOCIATION and the CALIFORNIA TRUDEAU SOCIETY Joint Annual Meeting, Hotel Statler, Los Angeles, March 28 to 30, 9 a.m to 5 p.m. Contact: E. L. Daggett, Director, Public Information, 130 Hayes St., San Francisco 2, or telephone HEmlock 1-8771.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Los Angeles County Medical Association, March 31.8

#### APRIL MEETINGS

- LETTERMAN ARMY HOSPITAL "Surgery in Acute Trauma," 8 a.m. to 4:30 p.m., April 1 to 3.‡
- Santa Clara and San Mateo County Heart Associtions Postgraduate Symposium on Heart Disease. Palo Alto Community Center, 1305 Middlefield Road, April 3. Contact: Louise Hestwood, executive director, Santa Clara County Heart Association, 461 Porter Building, San Jose.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Marin County Medical Society, April 4.8
- † Contact: Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

- International College of Surgeons, Regional Meeting, Las Vegas, Nevada, April 8 and 9. Contact: Ross V. Parks, M.D., 1930 Wilshire Blvd., Los Angeles 57.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Ventura County Medical Society, April 9.8
- California Society of Anesthesiologists, Inc., Annual Meeting, Sun Valley, Idaho, April 9th. *Contact:* Francis E. Guinney, M.D., secretary, 2790 Monte Mar Terrace, Los Angeles 64.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Riverside County Medical Society, April 11.\*
- UNITED STATES-MEXICO BORDER PUBLIC HEALTH Asso-CIATION Fifteenth Annual Meeting, April 9 to 12, San Antonio, Texas. *Contact:* Donald G. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkeley.
- Valley Children's Hospital Spring Clinics, Roosevelt High Auditorium, Fresno, April 12-13. Contact: Valley Children's Hospital, Millbrook and Shields Avenue, Fresno.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Kern County Medical Society, April 16.8
- San Francisco Heart Association Nurses Institute on the Care of the Cardiac Patient, April 17 and 18, 8:30 a.m. to 5 p.m., San Francisco. Contact: Mr. Lawrence Kramer, Executive Director, San Francisco Heart Association, 604 Mission Street, San Francisco, or telephone: YUkon 2-5753.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for San Luis Obispo County Medical Society, April 20.8
- LETTERMAN ARMY HOSPITAL "Oral Surgery," 8 a.m. to 4:30 p.m., April 22 to 26.‡
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Merced County Medical Society, April 25.8
- California Medical Association Annual Meeting, Ambassador Hotel, Los Angeles, April 28 to May 1. Contact: John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director of Public Relations, 417 S. Hill St., Los Angeles 13.

#### MAY MEETINGS

- California Conference of Local Health Officers. Auditorium, State Building, 217 West First Street, Los Angeles, May 2 and 3. *Contact:* Donald G. Davy, M.D., State Dept. of Public Health, 2151 Berkeley Way, Berkeley.
- CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Napa County Medical Society, May 8.§
- CALIFORNIA HEART ASSOCIATION Annual Meeting Lafayette Hotel, San Diego, May 17, 18, and 19. Contact:
  J. Keith Thwaites, executive director, California Heart Association, 1428 Bush Street, San Francisco.
- WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIATION annual meeting, Lafayette Hotel, Long Beach, May 29 and June 1. Contact: Mrs. L. Amy Darter, Secretary-Treasurer, State Dept. Public Health, 2151 Berkeley Way, Berkeley.

#### JUNE MEETINGS

- CHILDREN'S HOSPITAL OF THE EAST BAY Pediatric Seminar and Clifford Sweet Lectures, June 7 to 8. Guest lecturer: Sydney S. Gellis, M.D., Boston. *Contact:* James Dennis, M.D., medical director, 5105 Dover St., Oakland 9.
- STATE BOARD OF MEDICAL EXAMINERS Oral Examination, San Francisco, June 15.\*
- IDAHO STATE MEDICAL ASSOCIATION 65th Annual Meeting, Sun Valley, June 16 to 19. Contact: Mr. Armand L. Bird, executive secretary, 364 Sonna Bldg., Boise, Idaho.
- STATE BOARD OF MEDICAL EXAMINERS Written Examination, San Francisco, June 17 to 20.
- WYOMING STATE MEDICAL SOCIETY ROCKY MOUNTAIN MEDICAL CONFERENCE Annual Joint Meeting, Jackson Lake Lodge, Moran, Wyoming, June 16 to 19. Contact: H. L. Harvey, M.D., Casper, Wyoming.

#### SUMMER AND FALL MEETINGS, 1957

- COLORADO DIVISION, CANCER SOCIETY ROCKY MOUNTAIN Cancer Conference, 9 a.m., July 10 and 11, Shirley-Savoy Hotel, Denver. *Contact:* John S. Bouslog, M.D., Chairman, 835 Republic Bldg., Denver 2.
- STATE BOARD OF MEDICAL EXAMINERS Oral Examination, Los Angeles, August 17.\*
- STATE BOARD OF MEDICAL EXAMINERS Written Examination, Los Angeles, August 19 to 22.
- UTAH STATE MEDICAL ASSOCIATION Annual Scientific Session, September 5 to 7, Hotel Utah, Salt Lake City, Utah. Contact: Harold Bowman, 42 South Fifth Street, Salt Lake City.
- SAINT JOHN'S HOSPITAL Annual Postgraduate Assembly, September 12 to 14, Saint John's Hospital, Santa Monica. Contact: John C. Eagan, M.D., director, Postgraduate Assembly, 22nd Street at Santa Monica Blvd., Santa Monica.
- WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, Olympic Hotel, Seattle, Washington, September 15 to 18. Contact: Mr. Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Washington.
- NEVADA STATE MEDICAL ASSOCIATION Annual Meeting, Las Vegas, September 25 to 28. Contact: Nelson B. Neff, executive secretary, P. O. Box 188, Reno.
- SAN FRANCISCO HEART ASSOCIATION 28th Annual Postgraduate Symposium on Heart Disease, October 2 to 4, St. Francis Hotel, San Francisco. *Contact:* Lawrence I. Kramer, Jr., executive director, 604 Mission St., San Francisco.
- FIRST WESTERN INDUSTRIAL HEALTH CONFERENCE, Biltmore Hotel, Los Angeles. October 4 to 6. Contact: E. J. Zaik, M.D., secretary, Western Industrial Medical Association, 740 South Olive Street, Los Angeles 14.
- California Society of Internal Medicine Annual Meeting, October 25 to 27, El Mirador, Palm Springs. Contact: Mrs. Mildred B. Coleman, assistant secretary, 350 Post St., San Francisco 8.
- California Academy of General Practice Ninth Annual Scientific Assembly, November 3 to 6, Hotel Statler, Los Angeles. *Contact*: William W. Rogers, executive secretary, 461 Market Street, San Francisco.

<sup>§</sup>Contact: Walter E. Batchelder, M.D., Medical Director, Cancer Commission, Suite 816, 450 Sutter St., San Francisco.

<sup>\*</sup>NOTE: In regard to the dates of oral examinations, applicants are requested NOT to arrange to come to an oral examination until they receive a notice of the action of the Credentials Committee advising them of the time and place to appear.

### CANCER COMMISSION CALIFORNIA MEDICAL ASSOCIATION

#### **Pre-Convention Conferences**

LOS ANGELES • SATURDAY, APRIL 27

#### Radiology

#### Colonial Room, Ambassador Hotel

Chairman . . . . . . . . . . . . Roy B. Weathered, M.D., Los Angeles Secretary . . . . . . . . . Eugene G. Tainter, M.D., Sacramento

#### DIAGNOSTIC SESSION-9:30 a.m. to noon

Twelve diagnostic cases with histories and films will be presented. Cases have been selected to illustrate specific problems in the radiological and clinical diagnosis of cancer. Audience participation and discussion are urgently requested.

#### THERAPY SESSION-2:00 p.m. to 4:30 p.m.

Five cases with specific therapy problems will be presented. The audience is asked to participate actively.

#### **Pathology**

9:15 a.m. to noon • 2:00 p.m. to 4:30 p.m.

#### East Venetian Room, Ambassador Hotel

Moderator: HERBERT LUND, M.D., Greensboro, North Carolina

The Pre-Convention Conference on the Microscopic Pathology of Skin Cancer will be conducted under the chairmanship of Gerson R. Biskind, M.D., San Francisco.

Members who wish to attend this conference are requested to register now with Weldon K. Bullock, M.D., Registrar, Tumor Tissue Registry, C.M.A. Cancer Commission, Los Angeles County Hospital, 1200 North State Street, Los Angeles 33.

#### 7:00 p.m.

Dinner meeting of the California Society of Pathologists. For reservations contact Ernest Simard, M.D., Secretary, 708 Cass Street, Monterey.

#### **Cancer Commission Dinner**

6:30 p.m.—Lido Room

Annual Dinner Meeting of the Cancer Commission and Advisory Committee.

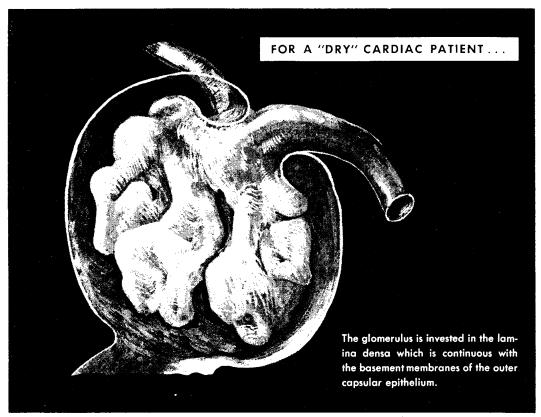


Illustration by Hans Elias

#### Rolicton<sup>®</sup> Diuresis Maintains Continuous Edema Control

The efficacy of Rolicton (brand of amisometradine) in maintaining diuresis in the edematous patient has been established on an average dosage of one tablet b.i.d. Larger doses may be given as initial therapy and as maintenance therapy in edema difficult to control. Many patients will respond to one tablet daily.

"The margin of safety and the diuretic index is certainly an improvement over the use of oral mercurial diuretics."

#### Avoiding "Peaks and Valleys"

A highly desirable effect, and one which has been made possible with Rolicton, is the maintenance of continuous diuretic effectiveness day after day over an extended period, to avoid the up-and-down weight pattern typical of other edema-control methods.

"There was an obvious stabilization of weight in practically all of the patients under observation, and previous wide fluctuations in poundage disappeared."<sup>2</sup>

#### Mercury-Sparing

Typical of the Rolicton diuresis pattern is the ability of the drug to reduce and, in a large percentage of patients, to eliminate the need for mercurials parenterally.

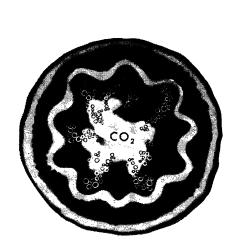
"... the drug represents a most useful addition to our armamentarium in the treatment of edema, not only because it can be given orally... but more so because it permits [us] to replace or to spare the ... mercurials."3

#### G. D. Searle & Co., Chicago 80, Illinois. Research in the Service of Medicine.

1. Asher, G.: Personal communication, June 23, 1956. 2. Settel, E.: A Clinical Evaluation of a New Oral Diuretic, Rolicton, Postgrad. Med., Feb. 1957, in press. 3. Goldner, M. G.: Personal communication, June 29, 1956.

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Each tablet contains 400 mg. of Rolicton, brand of amisometradine, is 1-methallyl-3-methyl-6-aminotetrahydropyrimidinedione.



New and different entirely different laxative Suppository with enema-like with enema action

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BRAND OF BICARBONATE-BITARTRATE MIXTURE

represents a new, effective and acceptable way to treat constipation. Through the release of carbon dioxide in the rectum, Pharmalax suppositories stimulate the normal defecation reflex mechanism in a physiological way.

#### better than an oral laxative ...

because it induces defecation within about 30 minutes, without causing systemic effects, interrupting normal digestive processes or leading to habituation.

#### better than an enema...

because it is much simpler to use, causes less discomfort, and is more acceptable to the patient.

#### indicated whenever laxation is needed...

particularly valuable in nursing mothers, because it does not purge the baby, and for children because of its ease of administration and gentle action.

#### the rapid action of Pharmalax

is of special value in a program of bowel retraining since it permits coordination of the effect of the suppository and of meals on the gastrocolic reflex.

Each suppository contains sodium bicarbonate, 0.6 Gm., and potassium bitartrate, 0.9 Gm. in a special inert base, and is coated with cocoa butter for easy insertion.

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A single oral dose, active for 6 to 12 hours, results in continuous rather than intermittent control of edema, since DIAMOX is effective in the mobilization of edema fluid and in the prevention of fluid accumulation as well. Excretion by the kidney is usually complete within 12 hours with no cumulative effects.

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Low toxicity, lack of renal and gastrointestinal irritation, ease of administration make its use simple and singularly free of complications. Blood electrolyte changes are transient, readily reversible.

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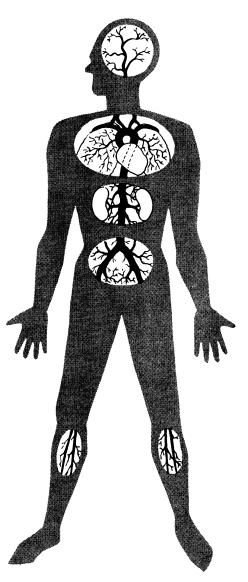
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<sup>1</sup>Sodium heparin U.S.P. aqueous, 2 cc or 10 cc multiple dose vial, 20,000 U.S.P. units (200 mgs.) per cc. For intravenous, intramuscular or subcutaneous use. Also available in concentrations of 10, 50 and 100 mgs. per cc.

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There is growing evidence of the use of heparin in the treatment of abnormal lipid derangements. Literature available on request



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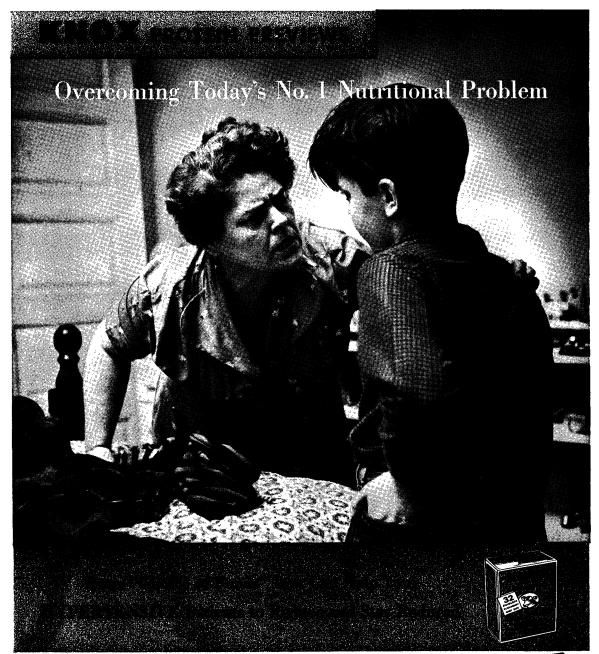
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<sup>&</sup>lt;sup>2</sup>Clotting times are not suggested from the standpoint of avoiding danger in either the hospitalized or ambulatory patient when lipo-Hepin dosage schedule and injection technique is used. Clotting times may be taken during initial therapy to insure adequate effect. (Literature available on request.)



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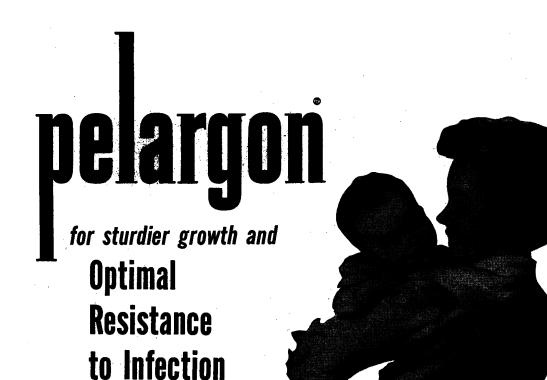
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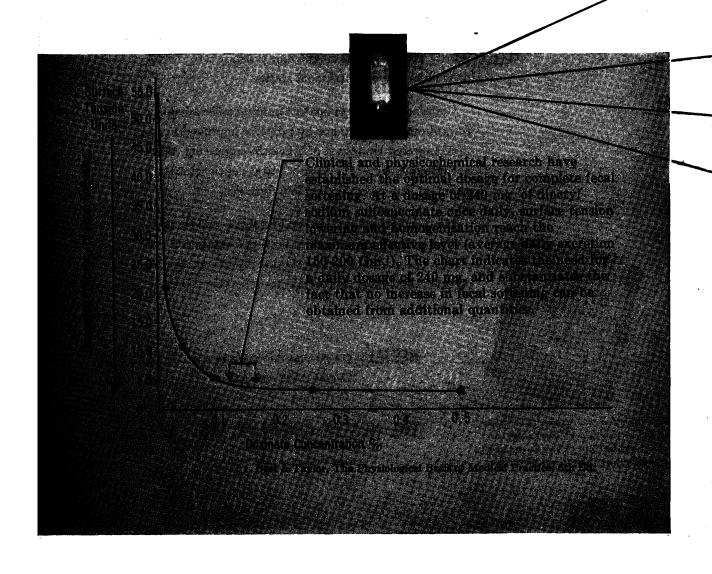
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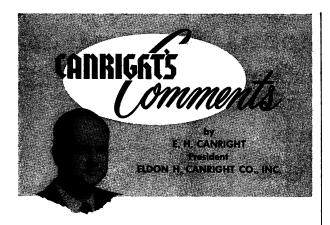
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#### **CLASSIFIED ADVERTISEMENTS**

(Continued from Front Advertising Section, Page 57)

#### SITUATIONS WANTED (Continued)

PHYSICIAN, AGE 36, three years surgical training following three years general practice, service time completed. Desires association with surgeon, G.P. doing surgery, or a group. Will do general practice. California license. Box 93,215, California Medicine.

AAGP MEMBER, 36, family, 3 years approved surgical training wishes to relocate. California license. Desires salary at first, later percentage or possible partnership. Box 93,270, California Medicine.

INTERNIST, 29, training in Gastro-enterology, G.I. X-ray and endoscopy, board eligible, desires association with Internist or group, or location for practice. Available July, 1957. Box 93,235, California Medicine.

INTERNIST, Part 1, 33, family, Category IV, individual and group practice experience, extra year cardiology, strong interest allergy. Desire association Internist, but prefer precepteeship or junior assistant allergist. Available any time. Box 93,255, California Medicine.

INTERNISTS—Not one but Two, both young, Board Eligible, desire association together with established Internist or group. Box 93,265, California Medicine.

OBSTETRICIAN-GYNECOLOGIST, Board Certified, University trained. California licensed. Age 39. Finishing military service June, 1957. Seeks practice opportunity, association, with individual or group. Box 93,195, California Medicine.

OBSTETRICIAN-GYNECOLOGIST—wants association or location. Board Qualified, young, veteran, university trained, family. Desires town of 30,000 or less, or suburb of large town. Reply Box 93,285, California Medicine.

OBSTETRICIAN-GYNECOLOGIST: Completing Board eligible residency, University center, July, 1957. Age 30, married, family, California and Oregon licensed, Category IV, desires association, partnership, or Clinic. Available for personal interview in April (Vacation). Box 93,290, California Medicine.

RADIOLOGIST—35 YEARS—Family. Diplomate. California license. Four years experience in therapy and diagnosis in hospital and large midwest clinic. Completing army service October 1, 1957. Desires combination private and hospital practice or hospital practice. Willing to cover two or more adjacent smaller communities. Box 93,210, California Medicine.

GENERAL SURGEON, 37, married, family, certified American Board of Surgery. At present Chief of Surgery, Government hospital, well qualified in general surgery, including traumatic orthopedics and urology. Previous experience in industrial surgery, desires return to private practice in California with another surgeon or group. Excellent references. Box 93,145, California Medicine.

GENERAL SURGEON, board eligible, age 32, Military Obligation completed. Family. Trained Boston University and Harvard teaching hospitals. Prefer association or separate practice in suburban area or smaller city. Remuneration last consideration. Available July, 1957. Box 93,185, California Medicine.

GENERAL SURGEON, 35, Board Eligible, married, veteran. Have had four years surgical training in a university center. California license. Desires association with group or individual. Box 93,200, California Medicine.

SURGEON—Board Eligible (Recently completed Part I). 5½ yrs. training university hospitals and clinic; experienced general, thoracic and traumatic surgery, desires location, or association individual group, clinic or hospital, coastal area, San Francisco, Bay Area or Northern California preferred. California licensed. Box 93,205, California Medicine.

UROLOGIST: Board Eligible, family, 35, desires location for private practice, or association with group, clinic or individual for practice of Urology. Licensed in California. Available immediately. Box 93,220, California

(Continued on Page 80)

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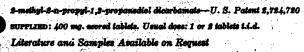
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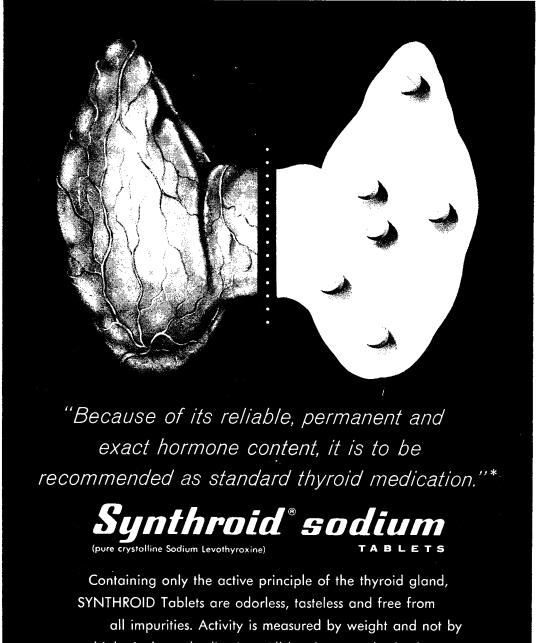
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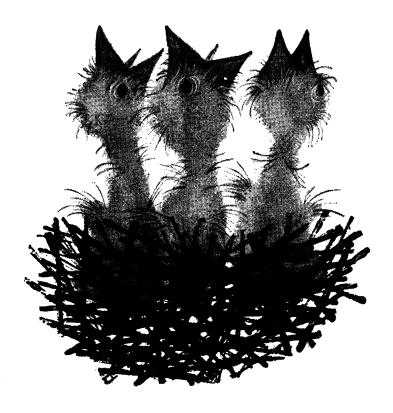
\*Starr, P.: Postgrad. Med. 17:73, 1955.

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Early potent therapy is provided against such threatening complications as sinusitis, adenitis, otitis, pneumonitis, lung abscess, nephritis, or rheumatic states.

Included in this versatile formula are recommended components for rapid relief of debilitating and annoying cold symptoms.

Adult dosage for ACHROCIDIN Tablets and new, caffeine-free ACHROCIDIN Syrup is two tablets or teaspoonfuls of syrup three or four times daily. Dosage for children according to weight and age.

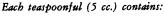
Available on prescription only

symptomatic relief...plus!

relief...plus!

TETRACYCLINE-ANTIHISTAMINE-ANALGESIC COMPOUND

Tablets and Syrup



Tetracycline equivalent to	)		
tetracycline HCl	125 mg.	T . 1 . 11	
Phenacetin	120 mg.	Each tablet contains:	
Salicylamide	150 mg.	ACHROMYCIN® Tetracycli	ne 125 mg.
Ascorbic acid (C)	25 mg.	Phenacetin	120 mg. '
Pyrilamide maleate	15 mg.	Caffeine	30 mg.
Methylparaben	4 mg.	Salicylamide	150 mg.
Propylparaben	1 mg.	Chlorothen Citrate	25 mg.





LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK



buoy up
your patients

### nutritionally

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all-active services that:

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with

### Saturation bosage

Robins

H. Robins Co., Inc., Richmond 20, Vo. 8 Stricel Pharmacouticals of Mark and Co.

# Psorias

EFFECTIVELY APPROACHED THROUGH METABORIC M

Gratifying results\* were achieved in 79% of psoriasis patients "recalcitrant to all previous treatment" when Entozyme was administered to provide the pancreatic enzymes necessary for normal metabolism.

\*Ingels, A. H.: Calif. Med. 79:437, 1953.

# Entozyme

DIGESTIVE ENZYME REPLACEMENT

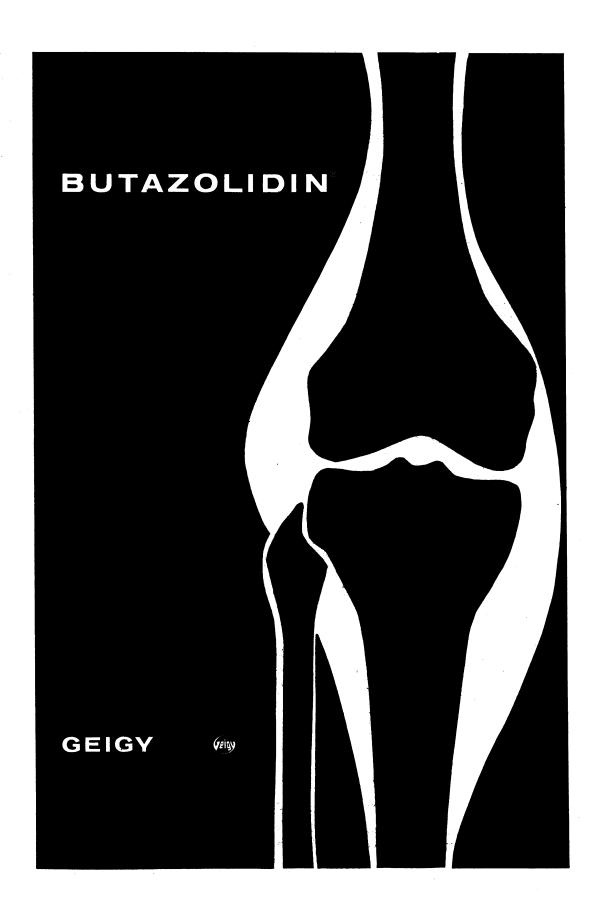
Robins

#### In each tablet:

Also useful in reducing insu requirements in diabetes; a as a nutritional suppleme — particularly for the a

A. H. ROBINS CO., INC., Richmond 20, Virginia Ethical Pharmaceuticals of Merit since 1878

Robins



# added certainty in antibiotic therapy

-particularly for that 90% of the patient population treated in home or office where sensitivity testing may not be practical...



HIGHLY EFFECTIVE in respiratory infections including the 25% due to resistant staphylococci.<sup>1-3</sup>

HIGHLY EFFECTIVE in dermatologic and mixed soft tissue infections including the 22% resistant to one or more antibiotics.<sup>3-6</sup>

HIGHLY EFFECTIVE in genitourinary infections including the 61% resistant to other antibiotic therapy.<sup>2,5</sup>

HIGHLY EFFECTIVE in diverse infections including the 21% due to resistant pathogens.<sup>1,5</sup>

HIGHLY EFFECTIVE in tropical infections including those complicated by heavy bacterial contamination or multiple parasitisms.<sup>7</sup>

1. Carter, C. H., and Maley, M. C.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 51.
2. Shalowitz, M., and Sarnoff, H. S.: Personal communication.
3. Shubin, M.: Personal communication. 4. La Caille, R. A., and Prigot, A.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 67. 5. Winton, S. S., and Cheserow, E.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 55. 6. Cornbleet, T.: Personal communication. 7. Loughlin, E. H.; Mullin, W. G.; Alcinder, L., and Joseph, A. A.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 63.

the antimicrobial spectrum of tetracycline extended and potentiated with oleandomycin (Matromycin<sup>®</sup>) to combat resistant strains of pathogens—particularly resistant staphylococci—and to delay or prevent the emergence of new antibiotic-resistant strains.



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y. World leader in antibiotic development and production

## no substitute for standardized testing

color-calibrated

the urine-sugar test with the color scale that never varies

- full color calibration—standard blue-to-orange color scale does not omit the critical readings: 34% (++); 1% (+++).
- easy-to-read colors—sharp distinctions give reliable readings, dependable reports.
- uniformly reliable—results you can trust, reports you can rely on.



AMES COMPANY, INC • ELKHART, INDIANA
Ames Company of Canada, Ltd., Toronto

22457

# is the word for Noludar

Mild, yet positive in action, Noludar 'Roche' is especially suited for the tense patient who needs to relax and remain clear-headed—or for the insomniac who wants a refreshing night's sleep without hangover. Not a barbiturate, not habit-forming. Tablets, 50 and 200 mg; elixir, 50 mg per teasp.

Noludar brand of methyprylon (3,3-diethyl-5-methyl-2,4-piperidinedione)



ROCHE

Original Research in Medicine and Chemistry

#### RESIDENT WANTED

SENIOR RESIDENT wanted Department Internal Medicine accredited County Hospital located 28 miles south of San Francisco. Excellent teaching program. Stipend \$400 plus maintenance. Must be citizen and eligible for State Board examinations. Apply J. Paul Sweeney, M.D., 222 39th Avenue, San Mateo, California.

RESIDENCIES—SURGERY—MEDICINE. Second or Third Year Surgical residency available July 1. Medical residency available immediately or July 1. AMA, BOARD and VA approved; 250-bed private general hospital with internship-residency training program; annual salary \$2,100 to \$2,700 plus maintenance. Apply Chief, Surgery or Medicine, Herrick Memorial Hospital, Berkeley, California.

#### LOCUM TENENS WORK WANTED

GENERAL SURGEON, Board Eligible, 36, desires to take over practice during Summer months, i.e., June, July, August and September, either for four months or any part of it. Box 93,225, California Medicine.

#### PRACTICE WANTED

TWO PSYCHIATRISTS, mid-30's, married, Board eligible 1957-1958, finish military obligations June, 1957, well-founded in basic scientific research and psychodynamic clinical psychiatry, desire private practice and/or part-time institutional practice in Southern California. Box 93,275, California Medicine.

#### C.M.A. ANNUAL SESSION

Los Angeles • April 28 - May 1, 1957

#### PRACTICES FOR SALE

EXCELLENT MEDICAL OPPORTUNITY! Move into established practice of physician recently deceased. Approximately 2,000 square feet of office space. Majority of doctor's patients desire to continue in same location. Purchase of equipment and supplies only requisite. For further information, contact Kern County Medical Society, Box 1, 2603 "G" Street, Bakersfield, California.

FOR SALE—Recently established General Practice in San Fernando Valley—Grossing \$24,000—Very reasonable. Terms: Assume only equipment and lease. (Leaving State to return East). Box 92,235, California Medicine.

ACTIVE GENERAL PRACTICE FOR SALE. Growing community in Orange County. Now grossing \$38,000. Good open staff hospitals nearby. Excellent opportunity. Available July, 1957. Box 93,240, California Medicine.

#### LOCATION WANTED

DENTIST COMPLETING MILITARY SERVICE wants office for general practice in the San Francisco Bay Area or Northern California not earlier than June, 1957. Rent or lease to buy. University graduate. Box 93,250, California Medicine.

#### OFFICES FOR RENT OR LEASE

FOR RENT—Location for specialist in growing community in centrally located Medical Building in suburban metropolitan area of Oakland, California. Excellent opportunity for dermatologist, neurosurgeon, obstetrician-gynecologist, orthopod, otolaryngologist, pathologist, pediatrician, radiologist, urologist. Reasonable rent. Now available. San Leandro Medical Building Co., 1556 Leonard Drive, San Leandro, California. TRinidad 2-9200.

(Continued on Page 98)



#### How to pep up a poor appetite



CYANOCOBALAMIN

(CRYSTALLINE VITAMIN B12)

When REDISOL—pure vitamin  $B_{12}$ —is used as a dietary supplement, weight gain and increase in appetite often follow. The cherry-flavored Elixir and soluble Tablets dissolve readily in liquids.

#### MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Tablets: 25, 50, 100 mcg.; Elixir: 5 mcg. per 5 cc.



#### release from anxiety

## ULTRAN

#### mild, safe tranquilizer

#### anxiety quickly allayed

The patient with vague symptoms, nervous and distressed under the burden of unsolved problems, finds release from anxiety and restoration of emotional composure.

#### mental acuity not impaired

Exhaustive psychological testing shows that recommended dosage does not affect intellectual or motor abilities. 'Ultran' is the first drug for which this has been established by objective and standardized quantitative tests.

#### chemically unique

'Ultran' is a new chemical compound, one of a group of butanediols synthesized at the Lilly Research Laboratories. It is not a modification of any other therapeutic agent.

Dosage: Usually, 1 pulvule t.i.d.

Supplied: As attractive turquoise-and-white pulvules of 300 mg., in bottles of 100.

774030

ELI LILLY AND COMPANY . INDIANAPOLIS 6, INDIANA, U.S.A.

#### relieves the discomfort of colds

'TABLOID'

# 'EMPIRIN' COMPOUND' with CODEINE PHOSPHATE

shortens the "miserable" period by:

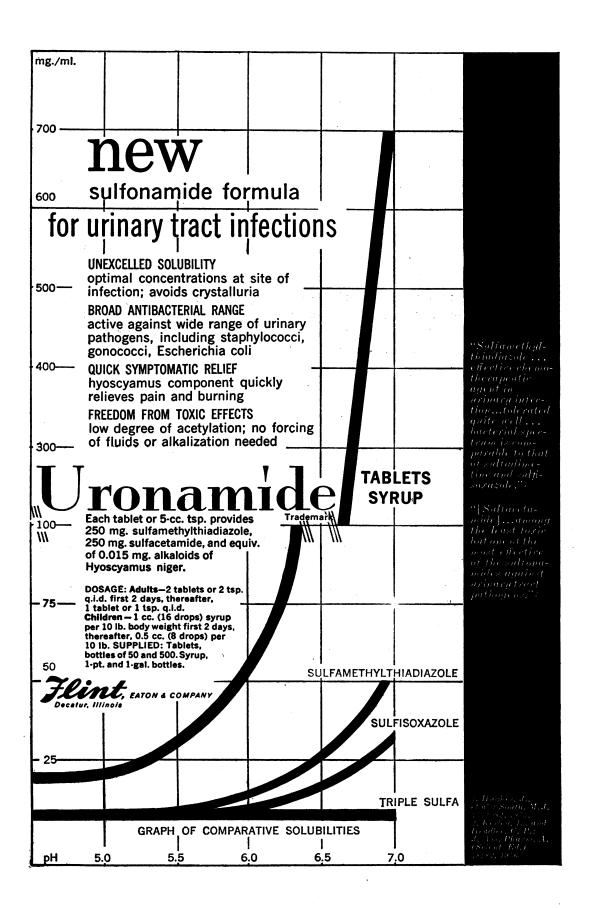
- Reducing fever
- Controlling cough
- Relieving headache
- Relieving muscular aches and pains

prompt symptomatic relief of colds with minimum addiction liability

Available in four strengths







# NEW More Effective...

# Medihaler-Phen<sup>m</sup>

# Unvarying Measured-Dose Nasal Medication Reaching the Entire Paranasal Mucosa

VASOCONSTRICTIVE. Counteracts hyperemia of nasal and paranasal mucosa

**DECONGESTIVE** Diminishes edema and hypersecretion...opens sinus ostia

ANTI-INFLAMMATORY Neutralizes the exudative phase of tissue reaction

ANTIBIOTIC Attacks bacterial invasion directly

## Medihaler-Phen ... an ethical prescription item ... makes squeeze bottle and dropper medications obsolete

Medihaler-Phen is self-powered, measureddose vaporized medication providing effective relief for congested nasal and paranasal mucosa.

Its active ingredients—phenylephrine HCl, hydrocortisone, and neomycin sulfate—are in wide clinical use. In Medihaler-Phen, for the first time, they are blended with an inert, nontoxic aerosol propellent, and are made more effective with a penetrating surfactant. An accurately-meas-

ured nebular cloud is gently ejected, regardless of how the Medihaler-Phen valve is compressed—not part spray, part stream as with spray bottles—not an irritating, powerful jet—no drops of liquid which tend to run out of the nasal passages.

Because of the extremely small, uniform particle size of Medihaler-Phen nebulization, less medication is required to decongest the mucosa and open the ostia of paranasal sinuses.

# Longer Lasting Reliefin Nasal Congestion

RHINITIS
SINUSITIS
PHARYNGITIS

due to upper respiratory infections and allergies

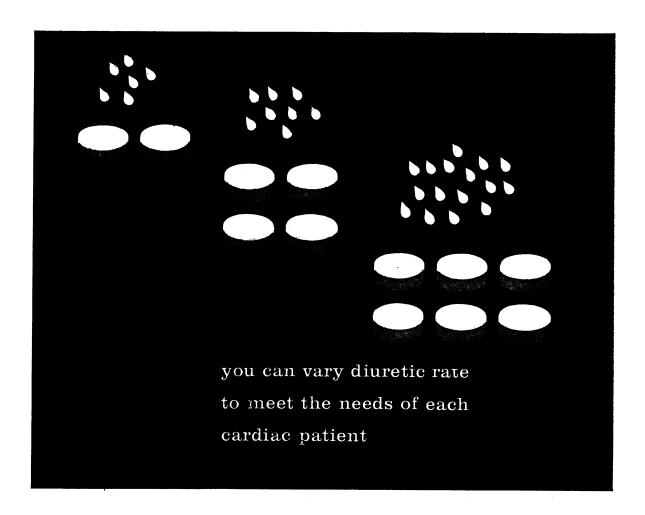
tissue compatible greater effectiveness longer lasting no rebound vest pocket size

## Medihaler-Phen is Safe

Repeated use does not result in tachyphylaxis. . . . Does not possess the cardiac and nervous system-stimulating actions characteristic of other topical vasoconstrictors. . . Even gross overdosage does not lead to drowsiness or deep somnolence in children. . . . Concentration of hydrocortisone effective locally, but produces no systemic effect. . . . Penetrates "mucous blanket" of nasal mucosa without irritation.

OTHER USES Medihaler-Phen is also valuable in the symptomatic treatment of "postnasal drip" due to excessive smoking, air pollution, steam heating, etc.





#### YOUR PATIENT NEEDS AN ORGANOMERCURIAL

Diuresis produced by "therapeutic" acidosis is limited by fixed-dosage, once-a-day schedules, or every-other-day administration, to avoid refractoriness.

Dosage of the organomercurial diuretics need *not* be limited for these reasons, and may be varied to meet the changing needs of each patient.

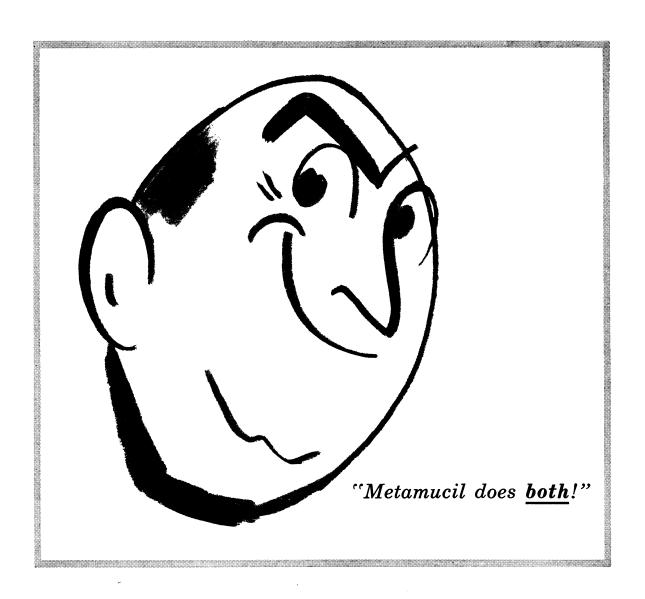


a standard for initial control of severe failure

MERCUHYDRIN® SODIUM BRAND OF MERALLURIDE INJECTION



02256



Metamucil stimulates normal peristalsis and produces soft, easy stools.

"Smoothage" management with

Metamucil may be continued as long as

desired in every type of constipation.



# 

simple, effective conception control



PRECEPTIN<sup>®</sup> Yaginal gel



does not give

#### a false sense of well-being

does give

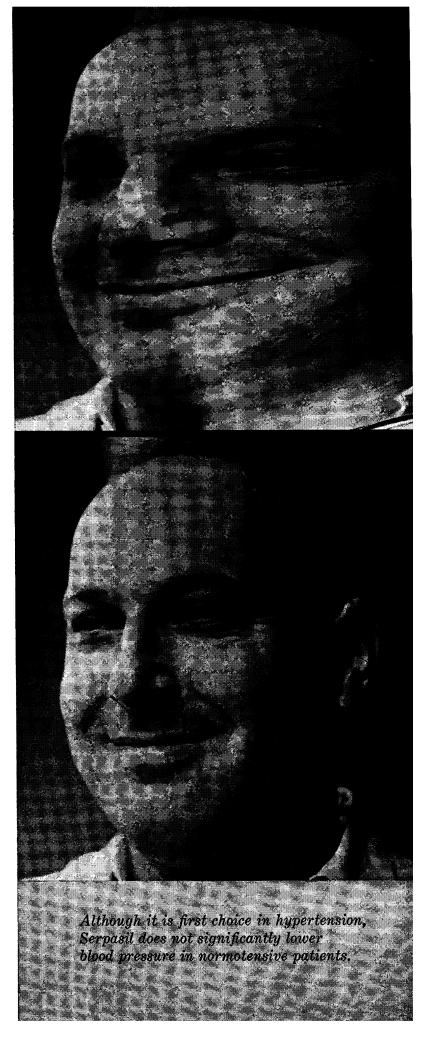
# true emotional control

serpasii provides more than euphoria—more than temporary escape from the stresses and strains that are actually a "normal" part of life. Rather, Serpasil sets up a "stress barrier" against anxiety and tension the patient would otherwise find intolerable. In a low, once-a-day dose Serpasil keeps out external pressures long enough for the emotionally disturbed individual, with your help, to deal calmly with his internal conflicts.

# Serpasil®

TABLETS, 0.1 mg., 0.25 mg. (scored), 1 mg. (scored), 2 mg. (scored) and 4 mg. (scored). ELIXIRS, 0.2 mg. and 1 mg. per 4-ml. teaspoon.

CIBA SUMMIT, N. J. 2/2398MB



### advantages

"over other accepted

local applications"

in treating wounds and burns

# DESITIN OINTMENT

tubes of 1 oz., 2 oz., 4 oz., and 1 lb. jars.

- 1 helps achieve "early, clean and healthy healing".
- serves to protect the wound from mechanical and chemical injury, and from bacterial contamination.
- 3 helps check infection.
- 4. "there is no need to sterilize" Desitin Ointment.
- vitamins A and D plus unsaturated fatty acids of cod liver oil ointment stimulate healthy granulation.
- **6** it is bland, soothing, non-irritating.
- 7 healing time shortened, nursing care facilitated.



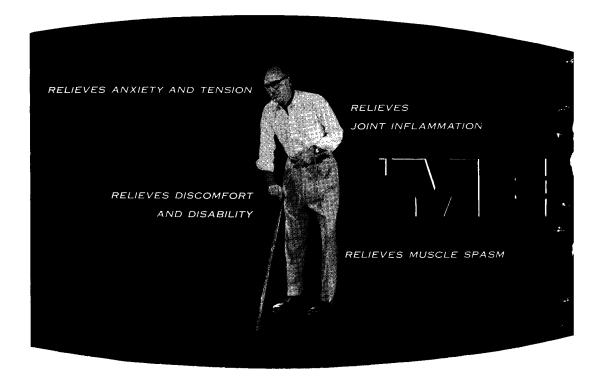
samples and new reprint1 upon request

#### DESITIN CHEMICAL COMPANY

812 Branch Ave., Providence 4, R. I.

1. Grayzel, H. G., and Schapiro, S.: Western J. Surg., Obstet. & Gynec., Oct. 1956.

#### NEW...



Each Multiple Compressed Tablet of Meprolone provides the inseparable antiarthritic, antirheumatic benefits of:

- 1. Prednisolone buffered—the newest and most potent of the "predni-steroids" for prompt relief of joint pain and arrest of the destructive inflammatory process.
- 2. Meprobamate—the newest and safest of the muscle-relaxant tranquilizers for profound relaxation of skeletal muscle in spasm.

Tolerance to this combination is good because there is little likelihood of sodium retention, potassium depletion or gastric distress with buffered prednisolone, and meprobamate rarely produces significant side effects in therapeutic dosage.

An additional important therapeutic benefit, often overlooked, stems from the tranquilizing action of meprobamate. This component of Meprolone relieves mental tension and anxiety so often manifest in arthritics, making them more amenable to other rehabilitation measures.

**INDICATIONS:** A wide variety of conditions, in which four symptoms predominate: a) inflammation b) muscle spasm c) anxiety and tension d) discomfort and disability; i.e., rheumatoid arthritis, rheumatoid spondylitis (Marie-Strümpell disease), Still's disease, psoriatic arthritis, osteo-

Therapeutic benefits of MEPROLONE compared with traditional antiarthritics.

relieves pain	suppresses inflam- mation	relaxes muscle	eases anxiety	imparts sense of well-being
1	1			
		1		
		-	1	
1	1			1
1	1	1	1	<b>√</b>
		relieves inflam-	relieves inflam- relaxes	relieves inflam- relaxes eases

arthritis, bursitis, synovitis, tenosynovitis, myositis, fibrositis, fibromyositis, neuritis, acute and chronic low back pain, acute and chronic primary and secondary fibrositis and torticollis, intractable asthma, respiratory allergies, allergic and inflammatory eye and skin disorders (as maintenance therapy in disseminated lupus erythematosus, periarteritis nodosa, dermatomyositis and scleroderma).

SUPPLIED: Multiple Compressed Tablets in bottles of 100 in two formulas as follows: MEPROLONE-1—1.0 mg. of prednisolone, 200 mg. of meprobamate and 200 mg. of dried aluminum hydroxide gel. MEPROLONE-2—provides 2.0 mg. of prednisolone in the same formula.

NO OTHER

**ANTIRHEUMATIC** 

**PRODUCT** 

PROVIDES AS MANY

**BENEFITS AS** 

## )LONE'

MEPRO BAMATE LONE, buffered

THE ONLY

ANTIRHEUMATIC,

**ANTIARTHRITIC** 

THAT SIMULTANEOUSLY

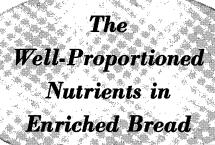
**RELIEVES:** 

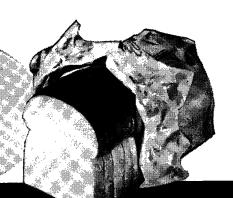
- 1. MUSCLE SPASM
- 2. JOINT INFLAMMATION
- 3. ANXIETY AND TENSION
- 4. DISCOMFORT

  AND DISABILITY



MERCK SHARP & DOHME DIVISION OF MERCK & CO., INC. PHILADELPHIA 1, PA.





Equally Important in the Diet Adjusted for Gout and Gouty Arthritis

Enriched bread presents the fortunate combination of richness in many essential nutrients and negligible content of purines. This combination qualifies it eminently as an important food in the diet called for in gout and gouty arthritis. It has an equally justified place in both the "purine-free" diet recommended during acute attacks and in the purine-low diet advised during symptomless intervals.

The added nutrients of enriched bread are selected qualitatively and quantitatively because of their importance in everyday nutrition. They have proved especially important in restricted diets.

It is now advocated that the diet of patients with gout should also be low in fat, because fats purportedly inhibit purine excretion. The low fat content of enriched bread (approximately 3 per cent), together with its blandness, low bulk, and easy digestibility, proves advantageous in the diet of the gouty patient.

Six slices of average enriched bread per day provide 12 grams of protein, 0.36 mg. of thiamine, 0.26 mg. of riboflavin, 3.35 mg. of niacin, 3.5 mg. of iron, and 126 mg. of calcium. These amounts contribute from 16 to 29 per cent of the patient's daily nutritional needs of each of these essentials, yet represent only 378 calories, barely 19 per cent of the nutrient energy of a 2,000 calorie diet.

#### AMERICAN BAKERS ASSOCIATION

20 NORTH WACKER DRIVE . CHICAGO 6, ILLINOIS

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.





The warming relief provided by Numotizine in tonsillitis, bronchitis and related respiratory conditions is welcomed by the patient, helpful to convalescence.

An application of Numotizine causes vasodilation and produces analgesia to assist decongestion and relax the patient, thereby hastening recovery.

Numotizine is easy to apply, requires no heating, and relieves for eight or more hours without changing. It is compatible with the use of such specific medication as may be indicated.

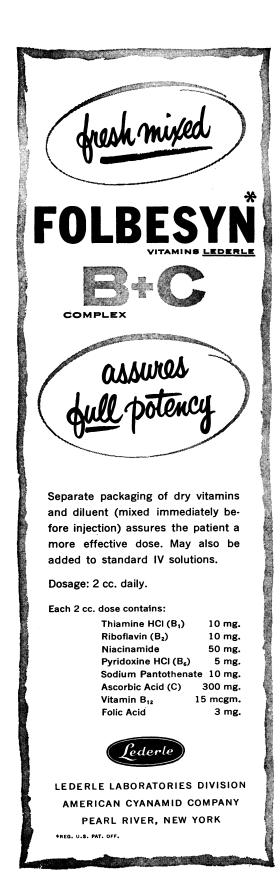
#### NUMOTIZINE

CATAPLASM-PLUS

Supplied in 4, 8, 15 and 30-oz. jars.

HOBART LABORATORIES, INC. CHICAGO 10, ILLINOIS

FORMULA: Guaiacol 2.60, Beechwood Creosote 13.02, Methyl Salicylate 2.60, Sol. Formaldehyde 2.60, Polyols and Aluminum Silicate q.s. 1000 parts.



#### **CLASSIFIED ADVERTISEMENTS**

(Continued from Page 80)

#### OFFICES FOR RENT OR LEASE (Continued)

DELUXE SUITES, three (3) available. Eden Medical Building, the only medical building directly across from a new 250-bed hospital, located in Castro Valley, with 40,000 population, Alameda County, California. Terrific opportunity for GP or Orthopedic specialty. Rent approximately 35c per sq. ft. Pick your own colors and layouts. For further information write Eden Medical Building Corp., 14222 East 14th Street, San Leandro, California.

FOR RENT—Office Space for Specialist or General Practitioner. Building under construction. Centrally located in Pleasant Hill. For further information contact E. Winslow, 75 Doray Drive, Pleasant Hill, California, MUlberry 5-4026.

FOR LEASE—A new Medical office of two (2) suites for General Practitioner, in the Pleasant Hill area, close to Oakland. Reasonable rate. One suite is occupied. For further information, write H. D. Cofer, M.D., 1936 Linda Drive, Pleasant Hill, California.

ARCADIA AREA—five minutes from new 250-bed hospital. One suite left in new medical building. Other suites occupied by E.E.N.T., Pediatrician, and Professional Pharmacy. Furnished reception room. Urologist would have clear field, G. P., or other specialist welcome. P. M. Knoll, 9678 East Las Tunas Drive, Temple City, California. Telephone: AT 6-9762.

COMPLETE MEDICAL OFFICE SPACE available in attractive new Medical-Dental building in fast growing Mill Valley development. Suitable for one or two physicians. General Practitioner or Obstetrician preferred. Includes three examining rooms, laboratory, consultation room, office, reception room and lavatory. Write: Neil Martin, 359 Jean Street, Tamalpais Valley. California, or Telephone: DUnlap 8-0239, or YUkon 2-4783.

FOR LEASE IN MONTEREY, CALIFORNIA. Professional building now under construction, will have two suites for lease. This is a carefully planned and beautifully designed Medical-Dental building. For details write: Grant A. Vartabedian, D.D.S. P. O. Box 285, Pacific Grove, California. Telephone: FRontier 2-9251 (after 6:00 p.m.).

FOR SALE OR LEASE—Office building and two residences in one of fastest growing communities in State. Building air-conditioned by refrigeration. Office space for 4 doctors. Also dental suite, minor surgery, laboratory, x-ray, recovery room. Population thirty to forty thousand and only five M.D.'s because of lack of hospital in past. New hospital now under construction will bring a marked change and a real opportunity for Surgeon, Pediatrician, Ob.-Gyn. and Internist. Box 93,245, California Medicine.

STOCKTON, CALIFORNIA, MEDICO-DENTAL BUILDING. Opportunity in fast growing Stockton for internists, pediatricians, ENT, general practitioners. Stockton is rated as one physician to 1350 per capita. This is a 12 story, Class "A," air conditioned building catering exclusively to the medical profession. Complete facilities. Ample parking. Convenient to all transportation. OAKLAND, CALIFORNIA, MEDICAL CENTER BUILDING. Oakland's complete medical center on "The Hill." Adjacent to three leading hospitals, the new convalescent hospital, and all medical facilities. Medical Center Building is a five story, Class "A" structure catering exclusively to the medical profession. Strategically located at Summit and Thirtieth Streets, the hub of "The Hill. Convenient to transportation and parking. For information regarding available suites in either building telephone GLencourt 1-9911, or write Bay Cities Properties, 411 30th Street, Room 207, Oakland, California.

MEDICAL SUITE JUST COMPLETED. Designed for two physicians to share. Includes waiting room, nurse's area, two consultation rooms, three examination rooms, laboratory. X-ray facilities adjacent and available. Beautifully appointed with excellent lighting and heating. Off-street parking. Located on "Doctor's Row" in San Mateo. For further information, write Box 93,260, California Medicine.

SUB-LESSEE WANTED to Share New Garden-Type Medical Office in Hillsdale, (San Mateo), rapidly growing section. Offer sub-lessee his own consultation and treatment rooms; remainder of office to be shared. Excellent opportunity for young physician, minimum overhead. Telephone Fireside 5-4725 or LYtell 3-4614, or write Box 93,230, California Medicine.

LARGE (963 SQ. FT.) medcal unit in new building in Los Altos. Will accommodate 2 physicians. Off-street parking. 1/4 mile from new Sears store. \$265.00 per month, three year lease, will negotiate terms for one physician. L. M. Sant, 1186 Los Altos Avenue, Los Altos, California. Telephone: Whitecliff 8-5439.



"Doctor,
what can
you do
for Pop?"





Deeply involved in the problem of the hostile, agitated senile are all members of the family . . . and you, their physician.

In discussing the use of 'Thorazine', Pollack¹ observes:
"Older persons with such disorders can be treated at home
by the general practitioner with much benefit and with great
relief to the family."

With 'Thorazine', senile patients become calm, agreeable and sociable. They begin to eat and sleep better, often gain weight and improve physically.



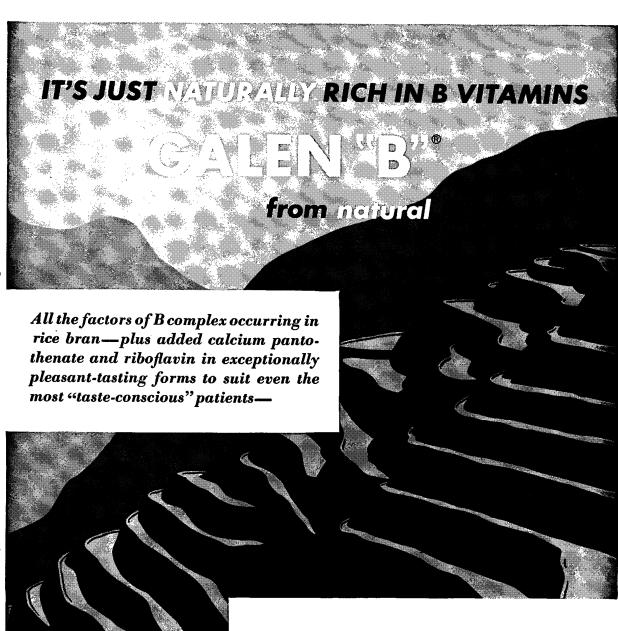
Also available: Tablets, Syrup and Suppositories

Smith, Kline & French Laboratories, Philadelphia

1. Pollack, B.: Geriatrics 11:253 (June) 1956.

\*T.M. Reg. U.S. Pat. Off. for chlorpromazine, S.K.F.

'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.



GALEN "B" — each fluid ounce contains not less than: Thiamine 4.5 mg.; Riboflavin 4.5 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 225.0 mg.; Choline 300.0 mg.; Biotin 0.03 mg., plus all other factors of the B complex group natural to rice bran.

ELIXIR GALEN "B"® FORTIFIED—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

GALEN® MULTIVITAMIN TABLETS—two tablets contain: Vitamin A 5000 U.S.P. units; Vitamin D 800 U.S.P. units; Ascorbic acid 100 mg.; Thiamine 5 mg.; Riboflavin 4 mg.; Niacinamide 30 mg.; Pyridoxine 1 mg.; Calcium pantothenate 5 mg.; Vitamin E 2 mg.; Iron 15 mg.; Manganese 6 mg.; Iodine 0.1 mg.; Copper 1 mg.; Calcium 200 mg.; Phosphorus 150 mg.

Rare-Galen Division of White Laboratories, Inc., Kenilworth, N. J.



#### A little weight loss adds a lot to life



Hunger is a powerful distracting force, hard to ignore. When your fat patient's will power needs a prop, ALTEPOSE can help. The 'Propadrine' in ALTEPOSE curbs the appetite with less central nervous stimulation than amphetamine. Thyroid releases tissue-bound water, thus brings about encouraging weight loss <u>early</u> in the diet regimen. 'Delvinal' relieves tension and irritability.



DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Each tablet contains 50 mg. 'Propadrine' HCl, 40 mg. thyroid and 25 mg. 'Delvinal' vinbarbital.

# Rauwiloid®

#### A Dependable Antihypertensive

#### "...by far the most effective

and useful orally administered agent for reducing blood pressure . . . fully worthy of a trial in every case of essential hypertension in which treatment is thought necessary. The severe cases, which always need treatment, are as likely to respond as the mild."<sup>1</sup>

1. Locket, S.: Brit. M.J. 1:809 (Apr. 2) 1955.

#### An Effective Tranquilizer, too

"... relief from anxiety resulted in generally increased intellectual and psychomotor efficiency with a few exceptions." Rauwiloid is outstanding for its nonsoporific sedative action in a long list of diseases burdened by psychic overlay.

 Wright, W.T., Jr., et al.: J. Kansas M. Soc. 57:410 (July) 1956.

**Dosage:** Merely two 2 mg. tablets at bedtime. After full effect one tablet suffices.

#### A logical first step when more potent drugs are needed

Rauwiloid is recognized as basal medication in all grades and types of hypertension. In combination with more potent agents it proves synergistic or potentiating, making smaller dosage effective and freer from side actions.

#### Rauwiloid®+Veriloid®

In moderate to severe hypertension this single-tablet combination permits long-term therapy with dependably stable response. Each tablet contains 1 mg. Rauwiloid (alseroxylon) and 3 mg. Veriloid (alkavervir). Initial dose, 1 tablet t.i.d., p.c.

## Rauwiloid<sup>®</sup>+ Hexamethonium

In severe, otherwise intractable hypertension this single-tablet combination provides smoother, less erratic response to hexamethonium. Each tablet contains 1 mg. Rauwiloid and 250 mg. hexamethonium chloride dihydrate. Initial dose, ½ tablet q.i.d.

Riker LOS ANGELES

# thimbleful of dosage

for a handful of baby"

Dip-Pert-Tet, Alhydrox® — the original combined vaccine for maximum with the use of antibiotics immunity against diphtheria, pertussis and where they may be indicated. tetanus with uniformly superior antitoxin levels. 2.5 cc. Hypertussis is supplied Contains purified in 2.5 cc. (one dose) vials, diphtheria and tetanus ready for immediate toxoids combined with Phase I, H. pertussis intramuscular injection. organisms for simultaneous

immunization. Alhydrox

(aluminum hydroxide) is added to delay absorption. Try it and you'll see

> SUTTER Laboratories BERELEY, CALIFORNIA

why there is only one Dip-Pert-Tet, Alhydrox.

2.5 cc. Hypertussis eliminates massive dosage in whooping cough treatment or passive prevention. A crystal-clear homologous protein, 25 cc. Hypertussis contains the gamma globulin equivalent of 25 cc. of human hyper-immune serum. This specific antipertussis fraction is concentrated 10-fold to obviate the pain and inconvenience associated with massive dosage - giving you the advantage of "a thimbleful of dosage for a handful of baby." Hypertussis will not interfere

for whooping cough prophylaxis and treatment specify

2.5 cc. HYPERTUSSIS

(anti-pertussis serum-human)